



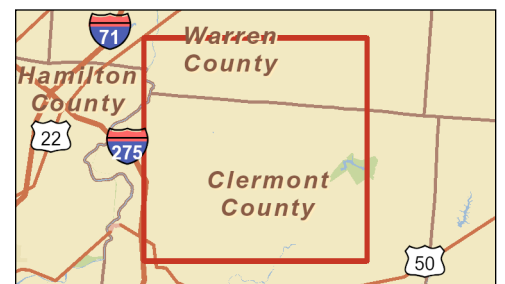
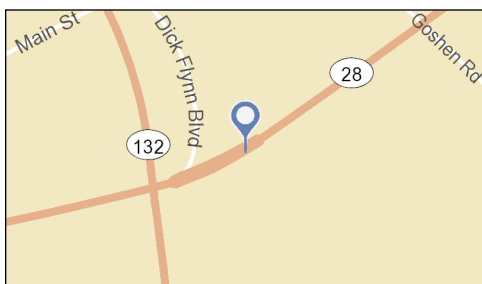
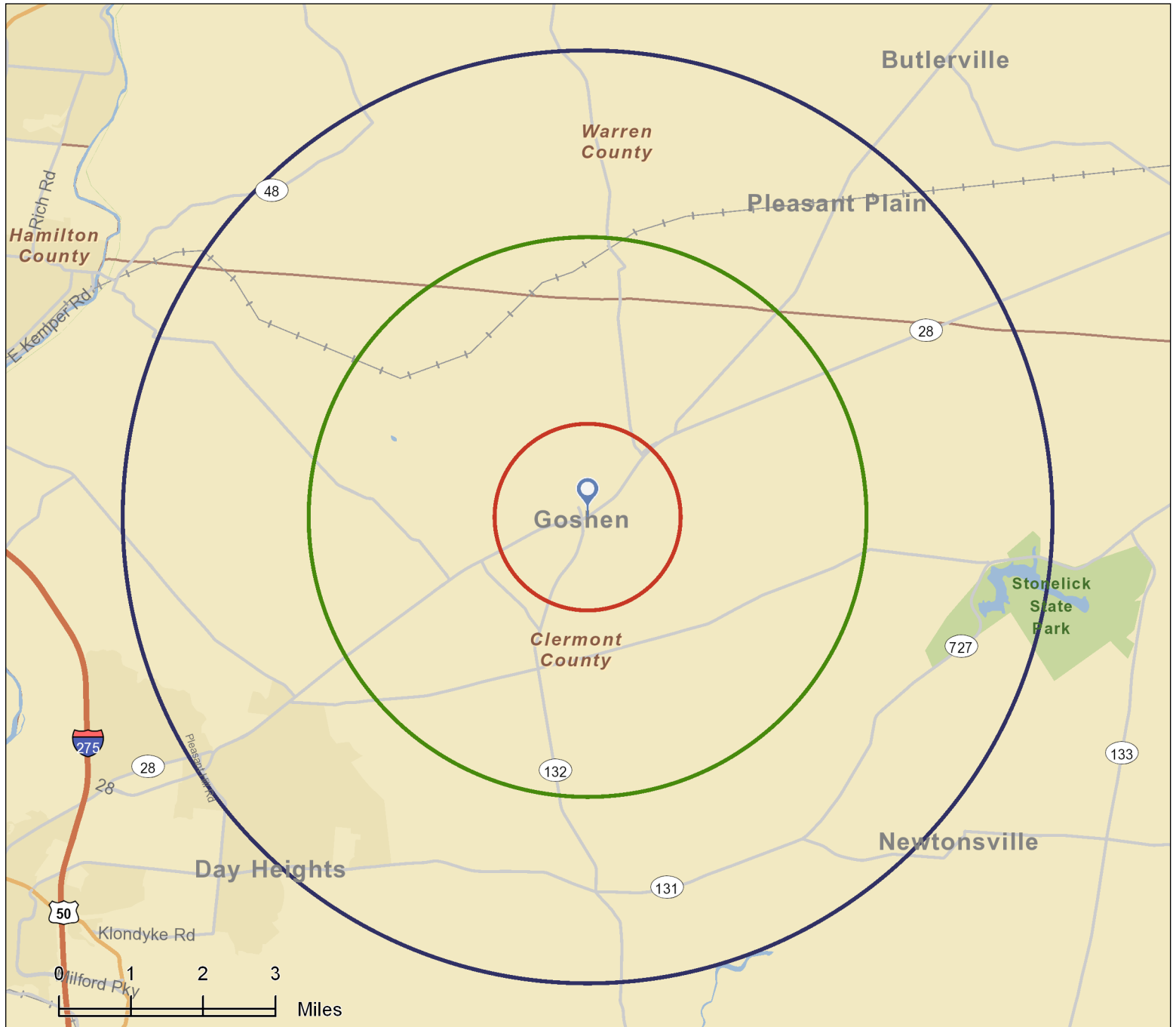
CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Site Map

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 1, 3, 5 Miles

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.23081  
Longitude: -84.16242



March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Market Profile

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
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	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	3,009	12,262	35,578
2000 Group Quarters	28	29	115
2010 Total Population	3,111	14,178	41,787
2015 Total Population	3,162	14,886	44,368
2010-2015 Annual Rate	0.33%	0.98%	1.21%
<b>Household Summary</b>			
2000 Households	1,092	4,376	12,355
2000 Average Household Size	2.73	2.80	2.87
2010 Households	1,152	5,165	14,745
2010 Average Household Size	2.68	2.74	2.83
2015 Households	1,178	5,452	15,727
2015 Average Household Size	2.66	2.73	2.81
2010-2015 Annual Rate	0.45%	1.09%	1.30%
2000 Families	838	3,462	10,055
2000 Average Family Size	3.06	3.10	3.18
2010 Families	869	4,025	11,841
2010 Average Family Size	3.01	3.05	3.15
2015 Families	882	4,221	12,561
2015 Average Family Size	3.00	3.04	3.14
2010-2015 Annual Rate	0.30%	0.96%	1.19%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,169	4,594	12,774
Owner Occupied Housing Units	73.0%	82.5%	85.6%
Renter Occupied Housing Units	20.7%	12.7%	11.1%
Vacant Housing Units	6.3%	4.8%	3.3%
2010 Housing Units	1,274	5,558	15,555
Owner Occupied Housing Units	69.2%	79.6%	82.7%
Renter Occupied Housing Units	21.3%	13.4%	12.1%
Vacant Housing Units	9.6%	7.1%	5.2%
2015 Housing Units	1,326	5,953	16,777
Owner Occupied Housing Units	67.6%	78.4%	81.6%
Renter Occupied Housing Units	21.3%	13.2%	12.1%
Vacant Housing Units	11.2%	8.4%	6.3%
<b>Median Household Income</b>			
2000	\$37,317	\$45,126	\$55,291
2010	\$50,608	\$54,512	\$68,347
2015	\$56,804	\$59,533	\$76,434
<b>Median Home Value</b>			
2000	\$67,037	\$85,417	\$115,635
2010	\$46,552	\$93,900	\$145,407
2015	\$51,471	\$103,245	\$162,717
<b>Per Capita Income</b>			
2000	\$16,357	\$19,075	\$23,834
2010	\$20,802	\$23,234	\$29,848
2015	\$23,259	\$25,934	\$32,992
<b>Median Age</b>			
2000	31.2	34.0	35.1
2010	33.4	36.9	37.3
2015	34.4	37.5	37.5

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population. Detail may not sum to totals due to rounding.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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<b>2000 Households by Income</b>			
Household Income Base	1,095	4,364	12,428
<\$15,000	13.6%	9.7%	7.2%
\$15,000 - \$24,999	15.3%	11.8%	8.3%
\$25,000 - \$34,999	17.2%	14.7%	10.7%
\$35,000 - \$49,999	18.4%	19.3%	17.0%
\$50,000 - \$74,999	23.5%	26.5%	25.7%
\$75,000 - \$99,999	5.9%	9.9%	15.2%
\$100,000 - \$149,999	5.1%	5.0%	10.1%
\$150,000 - \$199,999	0.7%	1.4%	2.9%
\$200,000+	0.3%	1.7%	2.9%
Average Household Income	\$44,213	\$53,224	\$67,378
<b>2010 Households by Income</b>			
Household Income Base	1,153	5,167	14,749
<\$15,000	9.9%	7.0%	4.9%
\$15,000 - \$24,999	6.9%	7.3%	5.0%
\$25,000 - \$34,999	12.4%	10.9%	6.8%
\$35,000 - \$49,999	19.9%	18.3%	14.2%
\$50,000 - \$74,999	30.5%	28.9%	24.7%
\$75,000 - \$99,999	10.1%	15.9%	18.9%
\$100,000 - \$149,999	7.8%	7.8%	16.2%
\$150,000 - \$199,999	1.8%	1.9%	5.3%
\$200,000+	0.5%	2.0%	4.2%
Average Household Income	\$56,888	\$63,882	\$84,141
<b>2015 Households by Income</b>			
Household Income Base	1,175	5,451	15,726
<\$15,000	8.8%	6.3%	4.0%
\$15,000 - \$24,999	5.6%	5.8%	3.7%
\$25,000 - \$34,999	9.7%	8.2%	4.9%
\$35,000 - \$49,999	15.3%	13.8%	10.0%
\$50,000 - \$74,999	34.6%	32.3%	25.8%
\$75,000 - \$99,999	11.7%	17.6%	19.3%
\$100,000 - \$149,999	11.4%	11.0%	21.0%
\$150,000 - \$199,999	2.4%	2.5%	6.3%
\$200,000+	0.5%	2.6%	4.9%
Average Household Income	\$63,441	\$70,961	\$92,621
<b>2000 Owner Occupied Housing Units by Value</b>			
Total	826	3,775	10,975
<\$50,000	41.8%	30.9%	12.6%
\$50,000 - \$99,999	32.8%	33.1%	28.1%
\$100,000 - \$149,999	15.4%	21.5%	25.3%
\$150,000 - \$199,999	6.1%	9.5%	16.3%
\$200,000 - \$299,999	2.2%	2.4%	11.5%
\$300,000 - \$499,999	0.8%	2.2%	5.0%
\$500,000 - \$999,999	0.0%	0.1%	0.9%
\$1,000,000 +	1.0%	0.4%	0.3%
Average Home Value	\$82,295	\$94,320	\$141,043
<b>2000 Specified Renter Occupied Housing Units by Contract Rent</b>			
Total	234	541	1,271
With Cash Rent	98.7%	94.5%	93.3%
No Cash Rent	1.3%	5.5%	6.7%
Median Rent	\$556	\$506	\$502
Average Rent	\$496	\$476	\$479

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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<b>2000 Population by Age</b>			
Total	3,008	12,263	35,579
0 - 4	9.0%	7.6%	7.8%
5 - 9	8.9%	8.2%	8.3%
10 - 14	8.1%	8.0%	8.5%
15 - 24	15.0%	13.6%	12.3%
25 - 34	15.3%	14.1%	13.0%
35 - 44	16.2%	17.4%	18.6%
45 - 54	11.0%	13.2%	15.1%
55 - 64	8.7%	9.5%	8.7%
65 - 74	5.0%	5.3%	4.8%
75 - 84	2.5%	2.7%	2.4%
85 +	0.5%	0.5%	0.6%
18 +	69.7%	71.4%	70.4%
<b>2010 Population by Age</b>			
Total	3,108	14,180	41,787
0 - 4	8.6%	7.4%	7.7%
5 - 9	8.5%	7.6%	7.9%
10 - 14	7.8%	7.5%	7.9%
15 - 24	13.5%	12.6%	11.6%
25 - 34	14.0%	12.4%	11.7%
35 - 44	14.1%	14.6%	15.3%
45 - 54	14.4%	16.0%	17.0%
55 - 64	9.5%	11.5%	11.6%
65 - 74	6.2%	6.9%	5.9%
75 - 84	2.6%	2.9%	2.7%
85 +	0.8%	0.8%	0.9%
18 +	70.7%	73.1%	72.0%
<b>2015 Population by Age</b>			
Total	3,160	14,884	44,366
0 - 4	8.2%	7.1%	7.5%
5 - 9	8.0%	7.3%	7.8%
10 - 14	8.2%	7.8%	8.2%
15 - 24	13.7%	12.6%	11.5%
25 - 34	12.7%	11.9%	11.4%
35 - 44	13.6%	13.4%	14.4%
45 - 54	13.7%	14.8%	15.7%
55 - 64	11.4%	12.9%	12.5%
65 - 74	6.6%	7.9%	7.2%
75 - 84	3.1%	3.4%	2.9%
85 +	0.8%	0.9%	0.9%
18 +	71.2%	73.5%	72.0%
<b>2000 Population by Sex</b>			
Males	48.2%	49.6%	49.7%
Females	51.8%	50.4%	50.3%
<b>2010 Population by Sex</b>			
Males	48.0%	49.5%	49.5%
Females	52.0%	50.5%	50.5%
<b>2015 Population by Sex</b>			
Males	48.1%	49.5%	49.5%
Females	51.9%	50.5%	50.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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<b>2000 Population by Race/Ethnicity</b>			
Total	3,009	12,263	35,578
White Alone	97.6%	98.1%	97.7%
Black Alone	0.7%	0.5%	0.6%
American Indian Alone	0.5%	0.3%	0.2%
Asian or Pacific Islander Alone	0.3%	0.2%	0.5%
Some Other Race Alone	0.2%	0.1%	0.2%
Two or More Races	0.8%	0.8%	0.8%
Hispanic Origin	0.8%	0.7%	0.8%
Diversity Index	6.2	4.9	6.2
<b>2010 Population by Race/Ethnicity</b>			
Total	3,110	14,180	41,787
White Alone	96.7%	97.5%	96.7%
Black Alone	1.1%	0.7%	1.0%
American Indian Alone	0.5%	0.3%	0.2%
Asian or Pacific Islander Alone	0.4%	0.3%	0.7%
Some Other Race Alone	0.3%	0.1%	0.3%
Two or More Races	1.1%	1.1%	1.1%
Hispanic Origin	1.2%	1.1%	1.4%
Diversity Index	8.8	7.0	9.0
<b>2015 Population by Race/Ethnicity</b>			
Total	3,162	14,887	44,368
White Alone	96.2%	97.2%	96.2%
Black Alone	1.3%	0.9%	1.1%
American Indian Alone	0.5%	0.2%	0.2%
Asian or Pacific Islander Alone	0.5%	0.4%	0.9%
Some Other Race Alone	0.3%	0.1%	0.3%
Two or More Races	1.2%	1.2%	1.2%
Hispanic Origin	1.4%	1.4%	1.7%
Diversity Index	9.9	8.1	10.4
<b>2000 Population 3+ by School Enrollment</b>			
Total	2,813	11,710	33,962
Enrolled in Nursery/Preschool	1.5%	1.9%	2.0%
Enrolled in Kindergarten	1.4%	1.6%	1.7%
Enrolled in Grade 1-8	13.7%	14.0%	14.7%
Enrolled in Grade 9-12	5.2%	5.7%	6.4%
Enrolled in College	3.5%	3.3%	3.6%
Enrolled in Grad/Prof School	0.1%	0.2%	0.4%
Not Enrolled in School	74.6%	73.3%	71.2%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	1,918	9,215	27,181
Less Than 9th Grade	5.4%	5.8%	3.2%
9th to 12th Grade, No Diploma	15.6%	12.1%	8.0%
High School Graduate	42.7%	41.9%	32.8%
Some College, No Degree	21.3%	21.4%	19.8%
Associate Degree	7.8%	7.8%	8.1%
Bachelor's Degree	3.2%	6.9%	18.2%
Graduate/Professional Degree	4.0%	4.0%	9.9%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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<b>2010 Population 15+ by Marital Status</b>			
Total	2,338	10,996	32,019
Never Married	22.3%	23.5%	22.1%
Married	59.3%	60.2%	63.8%
Widowed	5.0%	4.6%	4.2%
Divorced	13.4%	11.7%	10.0%
<b>2000 Population 16+ by Employment Status</b>			
Total	2,239	9,164	26,142
In Labor Force	64.7%	68.1%	70.3%
Civilian Employed	63.1%	65.8%	68.3%
Civilian Unemployed	1.7%	2.2%	2.0%
In Armed Forces	0.0%	0.0%	0.0%
Not In Labor Force	35.3%	31.9%	29.7%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	90.1%	89.3%	90.0%
Civilian Unemployed	9.9%	10.7%	10.0%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	91.9%	91.2%	91.8%
Civilian Unemployed	8.1%	8.8%	8.2%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	1,230	4,701	13,282
Own Children < 6 Only	12.3%	8.2%	9.0%
Employed/in Armed Forces	8.9%	5.5%	5.4%
Unemployed	0.0%	0.1%	0.2%
Not in Labor Force	3.4%	2.6%	3.4%
Own Children <6 and 6-17 Only	6.7%	8.0%	8.0%
Employed/in Armed Forces	3.1%	4.5%	4.5%
Unemployed	0.0%	0.0%	0.1%
Not in Labor Force	3.6%	3.5%	3.4%
Own Children 6-17 Only	16.4%	19.0%	21.8%
Employed/in Armed Forces	10.9%	13.3%	16.0%
Unemployed	0.7%	0.4%	0.2%
Not in Labor Force	4.8%	5.3%	5.5%
No Own Children < 18	64.6%	64.8%	61.1%
Employed/in Armed Forces	36.1%	37.7%	34.1%
Unemployed	2.0%	1.2%	1.2%
Not in Labor Force	26.6%	26.0%	25.8%
<b>2010 Employed Population 16+ by Industry</b>			
Total	1,304	6,421	19,500
Agriculture/Mining	0.0%	0.4%	0.2%
Construction	7.4%	8.1%	5.9%
Manufacturing	21.0%	16.9%	15.9%
Wholesale Trade	6.2%	4.9%	4.4%
Retail Trade	15.2%	14.5%	13.1%
Transportation/Utilities	5.7%	6.5%	4.7%
Information	0.4%	1.6%	1.8%
Finance/Insurance/Real Estate	5.4%	6.5%	8.7%
Services	38.0%	38.8%	43.7%
Public Administration	0.7%	1.7%	1.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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<b>2010 Employed Population 16+ by Occupation</b>			
Total	1,304	6,418	19,499
White Collar	47.7%	49.3%	62.9%
Management/Business/Financial	6.7%	8.5%	15.5%
Professional	12.0%	13.8%	20.3%
Sales	12.3%	11.3%	13.1%
Administrative Support	16.6%	15.7%	13.9%
Services	18.9%	17.1%	14.1%
Blue Collar	33.4%	33.6%	22.9%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	7.1%	6.9%	4.5%
Installation/Maintenance/Repair	6.9%	6.8%	5.3%
Production	12.4%	10.2%	7.0%
Transportation/Material Moving	6.9%	9.7%	6.0%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
Total	1,364	5,906	17,591
Drove Alone - Car, Truck, or Van	81.8%	83.8%	85.6%
Carpooled - Car, Truck, or Van	16.1%	12.5%	9.0%
Public Transportation	0.6%	0.5%	0.6%
Walked	0.4%	0.5%	0.6%
Other Means	0.7%	1.0%	0.8%
Worked at Home	0.4%	1.6%	3.5%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	1,365	5,906	17,590
Did not Work at Home	99.6%	98.4%	96.5%
Less than 5 minutes	1.3%	1.0%	1.5%
5 to 9 minutes	2.9%	3.5%	5.5%
10 to 19 minutes	14.7%	18.0%	19.1%
20 to 24 minutes	12.7%	13.4%	14.1%
25 to 34 minutes	38.5%	32.2%	30.1%
35 to 44 minutes	12.2%	13.7%	11.2%
45 to 59 minutes	13.8%	11.4%	10.8%
60 to 89 minutes	2.6%	3.0%	2.8%
90 or more minutes	0.7%	2.2%	1.4%
Worked at Home	0.4%	1.6%	3.5%
Average Travel Time to Work (in min)	30.0	30.9	28.3
<b>2000 Households by Vehicles Available</b>			
Total	1,076	4,364	12,337
None	7.0%	3.7%	2.6%
1	29.3%	22.4%	19.7%
2	42.2%	43.5%	47.3%
3	17.4%	21.3%	21.6%
4	1.8%	6.7%	6.3%
5+	2.3%	2.4%	2.5%
Average Number of Vehicles Available	1.9	2.1	2.2

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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<b>2000 Households by Type</b>			
Total	1,094	4,375	12,357
Family Households	76.6%	79.1%	81.4%
Married-couple Family	56.3%	61.9%	68.7%
With Related Children	28.7%	30.4%	36.0%
Other Family (No Spouse)	20.4%	17.2%	12.7%
With Related Children	15.4%	12.0%	8.7%
Nonfamily Households	23.2%	20.9%	18.6%
Householder Living Alone	19.0%	16.7%	15.1%
Householder Not Living Alone	4.3%	4.2%	3.5%
Households with Related Children	44.2%	42.4%	44.7%
Households with Persons 65+	17.1%	18.2%	16.3%
<b>2000 Households by Size</b>			
Total	1,092	4,376	12,355
1 Person Household	19.0%	16.7%	15.1%
2 Person Household	30.3%	33.0%	32.9%
3 Person Household	21.2%	21.9%	20.3%
4 Person Household	17.1%	16.1%	19.1%
5 Person Household	8.9%	8.5%	9.0%
6 Person Household	2.4%	2.6%	2.6%
7 + Person Household	1.0%	1.3%	1.0%
<b>2000 Households by Year Householder Moved In</b>			
Total	1,077	4,365	12,336
Moved in 1999 to March 2000	22.0%	14.2%	15.5%
Moved in 1995 to 1998	36.1%	31.3%	31.2%
Moved in 1990 to 1994	12.3%	15.3%	17.2%
Moved in 1980 to 1989	12.6%	19.9%	18.1%
Moved in 1970 to 1979	11.6%	12.1%	10.8%
Moved in 1969 or Earlier	5.4%	7.3%	7.2%
Median Year Householder Moved In	1996	1994	1994
<b>2000 Housing Units by Units in Structure</b>			
Total	1,138	4,582	12,753
1, Detached	45.6%	63.4%	78.6%
1, Attached	2.0%	0.9%	2.0%
2	2.4%	1.2%	0.7%
3 or 4	1.9%	0.9%	0.8%
5 to 9	8.5%	2.5%	1.3%
10 to 19	1.6%	1.2%	3.0%
20 +	1.8%	0.7%	0.8%
Mobile Home	36.1%	29.2%	12.8%
Other	0.0%	0.1%	0.0%
<b>2000 Housing Units by Year Structure Built</b>			
Total	1,139	4,582	12,751
1999 to March 2000	3.1%	2.1%	4.2%
1995 to 1998	18.5%	13.5%	14.2%
1990 to 1994	16.3%	12.2%	10.4%
1980 to 1989	16.6%	18.8%	19.9%
1970 to 1979	15.8%	19.8%	20.4%
1969 or Earlier	29.7%	33.6%	30.9%
Median Year Structure Built	1983	1978	1979

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Market Profile

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Crossroads	Crossroads	Boomburbs
2.	Salt of the Earth	Salt of the Earth	Green Acres
3.		Green Acres	Salt of the Earth
<b>2010 Consumer Spending</b>			
Apparel & Services: Total \$	\$1,547,609	\$7,754,084	\$29,360,663
Average Spent	\$1,342.84	\$1,501.22	\$1,991.18
Spending Potential Index	56	63	83
Computers & Accessories: Total \$	\$206,032	\$1,028,758	\$3,916,906
Average Spent	\$178.77	\$199.17	\$265.64
Spending Potential Index	81	91	121
Education: Total \$	\$1,122,538	\$5,701,704	\$22,243,251
Average Spent	\$974.02	\$1,103.87	\$1,508.49
Spending Potential Index	80	90	124
Entertainment/Recreation: Total \$	\$3,142,192	\$15,876,838	\$59,376,776
Average Spent	\$2,726.45	\$3,073.81	\$4,026.80
Spending Potential Index	85	95	125
Food at Home: Total \$	\$4,274,188	\$21,385,800	\$77,256,047
Average Spent	\$3,708.67	\$4,140.36	\$5,239.34
Spending Potential Index	83	93	117
Food Away from Home: Total \$	\$3,049,881	\$15,281,250	\$56,776,108
Average Spent	\$2,646.35	\$2,958.50	\$3,850.43
Spending Potential Index	82	92	120
Health Care: Total \$	\$3,748,748	\$18,958,442	\$66,216,608
Average Spent	\$3,252.75	\$3,670.42	\$4,490.66
Spending Potential Index	87	99	121
HH Furnishings & Equipment: Total \$	\$1,711,655	\$8,631,391	\$32,872,846
Average Spent	\$1,485.19	\$1,671.07	\$2,229.36
Spending Potential Index	72	81	108
Investments: Total \$	\$1,670,976	\$8,461,566	\$30,722,162
Average Spent	\$1,449.89	\$1,638.19	\$2,083.51
Spending Potential Index	83	94	120
Retail Goods: Total \$	\$23,324,668	\$117,185,207	\$428,712,836
Average Spent	\$20,238.57	\$22,687.44	\$29,074.36
Spending Potential Index	81	91	117
Shelter: Total \$	\$14,059,800	\$70,461,140	\$277,009,284
Average Spent	\$12,199.54	\$13,641.51	\$18,786.16
Spending Potential Index	77	86	119
TV/Video/Audio: Total \$	\$1,189,544	\$5,945,034	\$21,679,799
Average Spent	\$1,032.16	\$1,150.98	\$1,470.28
Spending Potential Index	83	93	118
Travel: Total \$	\$1,701,731	\$8,691,590	\$34,394,662
Average Spent	\$1,476.57	\$1,682.72	\$2,332.57
Spending Potential Index	78	89	123
Vehicle Maintenance & Repairs: Total \$	\$909,327	\$4,561,338	\$16,751,210
Average Spent	\$789.01	\$883.09	\$1,136.03
Spending Potential Index	84	94	121

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



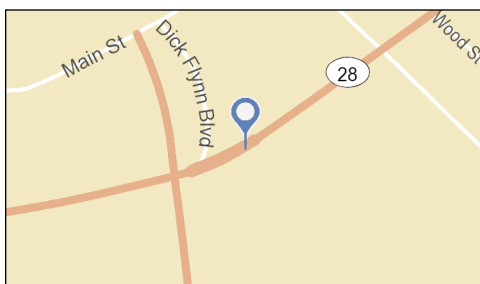
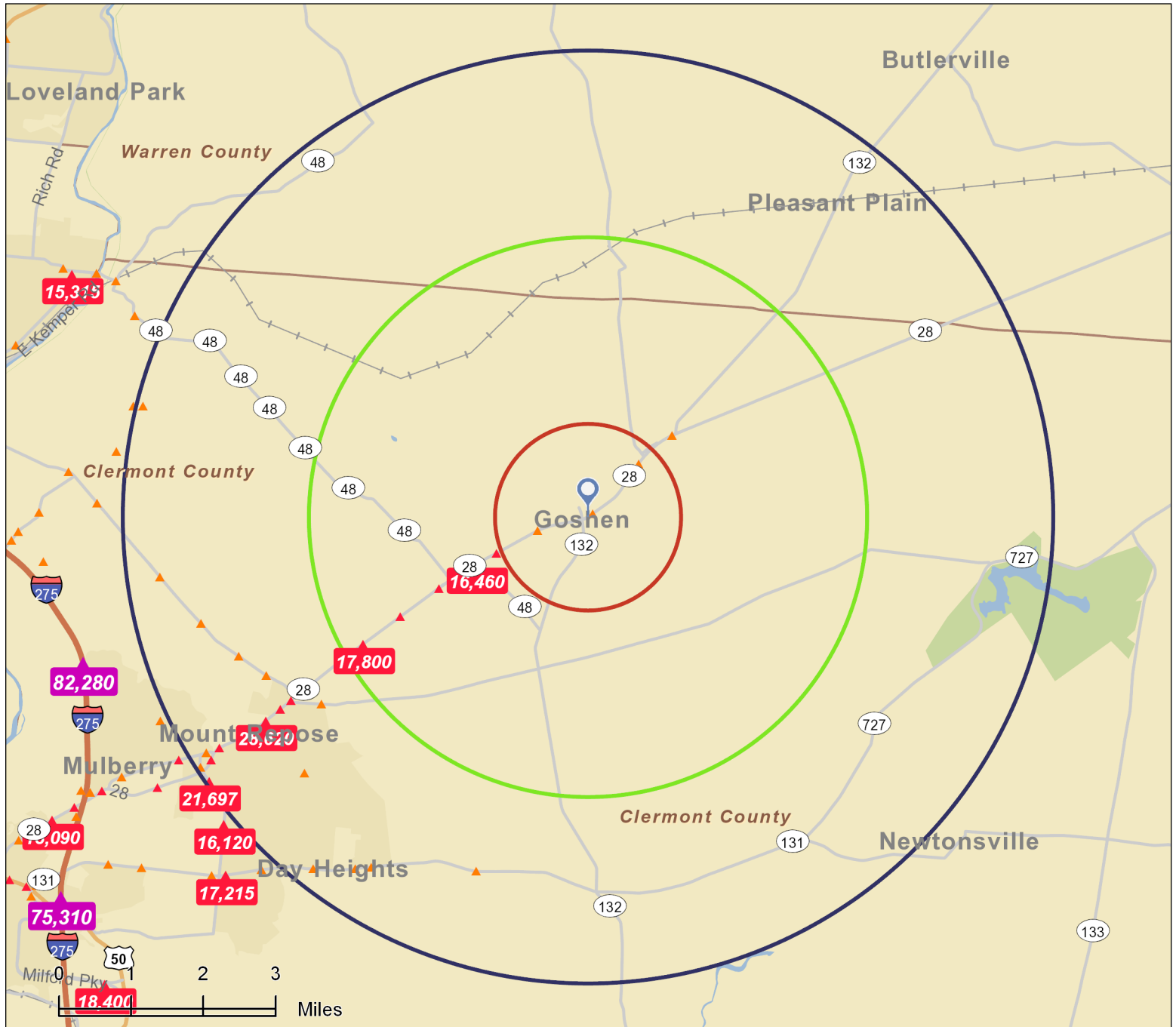
CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Traffic Count Map

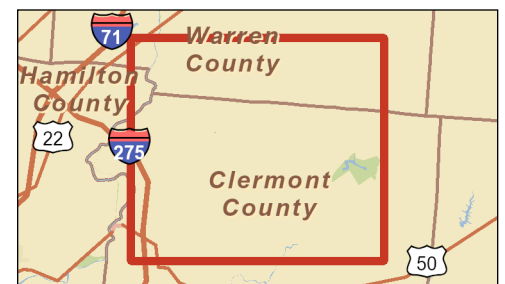
SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 1, 3, 5 Miles

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.23081  
Longitude: -84.16242



**Average Daily Traffic Volume**  
▲ Up to 6,000 vehicles per day  
▲ 6,001 - 15,000  
▲ 15,001 - 30,000  
▲ 30,001 - 50,000  
▲ 50,001 - 100,000  
▲ More than 100,000 per day



Source: ©2011 MPSI (Market Planning Solutions Inc.) Systems Inc. d.b.a. DataMetrix®

March 27, 2012



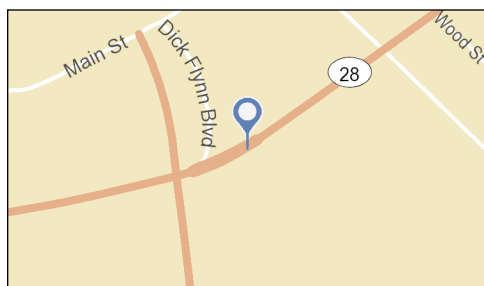
CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Traffic Count Map - Close Up

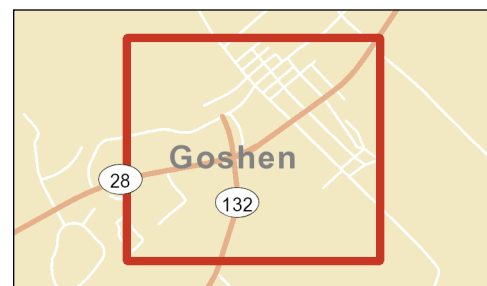
SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 1, 3, 5 Miles

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**Average Daily Traffic Volume**  
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▲ 6,001 - 15,000  
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▲ 30,001 - 50,000  
▲ 50,001 - 100,000  
▲ More than 100,000 per day



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March 27, 2012



# Business Summary

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz  
Latitude: 39.23081  
Longitude: -84.16242

Data for all businesses in area		1 mile		3 miles		5 miles						
Total Businesses:		97		296		833						
Total Employees:		832		1,961		5,673						
Total Residential Population:		3,111		14,178		41,787						
Employee/Residential Population Ratio:		0.27		0.14		0.14						
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	3	2.9%	2	0.3%	13	4.5%	40	2.0%	42	5.0%	170	3.0%
Construction	15	15.5%	65	7.8%	50	17.0%	269	13.7%	138	16.6%	541	9.5%
Manufacturing	3	3.1%	32	3.9%	12	4.0%	125	6.4%	29	3.5%	341	6.0%
Transportation	3	3.4%	24	2.9%	13	4.5%	72	3.6%	30	3.6%	104	1.8%
Communication	0	0.0%	0	0.0%	2	0.6%	25	1.3%	4	0.5%	36	0.6%
Utility	0	0.0%	0	0.0%	1	0.4%	0	0.0%	3	0.3%	28	0.5%
Wholesale Trade	3	3.6%	14	1.6%	14	4.7%	57	2.9%	37	4.5%	139	2.5%
Retail Trade Summary	25	25.6%	241	29.0%	61	20.6%	427	21.8%	168	20.2%	1,407	24.8%
Home Improvement	2	1.9%	6	0.7%	8	2.8%	40	2.1%	22	2.7%	262	4.6%
General Merchandise Stores	1	0.6%	3	0.4%	2	0.7%	5	0.3%	2	0.2%	5	0.1%
Food Stores	4	3.9%	128	15.4%	6	2.1%	214	10.9%	19	2.3%	288	5.1%
Auto Dealers, Gas Stations, Auto Aftermarket	5	4.8%	14	1.7%	12	4.0%	26	1.3%	26	3.1%	212	3.7%
Apparel & Accessory Stores	1	1.0%	2	0.2%	2	0.7%	4	0.2%	8	1.0%	28	0.5%
Furniture & Home Furnishings	2	1.6%	3	0.4%	4	1.3%	11	0.6%	18	2.2%	60	1.1%
Eating & Drinking Places	7	7.1%	79	9.4%	13	4.5%	110	5.6%	33	4.0%	410	7.2%
Miscellaneous Retail	5	4.7%	6	0.8%	14	4.6%	17	0.9%	40	4.8%	143	2.5%
Finance, Insurance, Real Estate Summary	5	4.9%	17	2.0%	14	4.8%	32	1.6%	52	6.3%	272	4.8%
Banks, Savings & Lending Institutions	0	0.0%	0	0.0%	1	0.3%	3	0.2%	10	1.2%	46	0.8%
Securities Brokers	1	0.6%	2	0.2%	2	0.7%	4	0.2%	3	0.3%	4	0.1%
Insurance Carriers & Agents	1	0.6%	1	0.1%	3	1.0%	4	0.2%	9	1.1%	20	0.4%
Real Estate, Holding, Other Investment Offices	4	3.7%	14	1.6%	8	2.8%	21	1.1%	30	3.6%	202	3.6%
Services Summary	35	36.0%	314	37.7%	103	34.7%	781	39.8%	298	35.8%	2,307	40.7%
Hotels & Lodging	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.1%	1	0.0%
Automotive Services	6	6.3%	17	2.1%	19	6.5%	51	2.6%	46	5.5%	119	2.1%
Motion Pictures & Amusements	1	0.6%	2	0.2%	6	2.1%	39	2.0%	24	2.9%	224	4.0%
Health Services	3	2.9%	86	10.4%	10	3.3%	236	12.0%	21	2.5%	375	6.6%
Legal Services	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.1%	4	0.1%
Education Institutions & Libraries	4	4.0%	146	17.6%	8	2.8%	262	13.3%	26	3.2%	978	17.2%
Other Services	22	22.2%	63	7.5%	59	20.0%	193	9.8%	179	21.5%	605	10.7%
Government	4	3.9%	124	14.8%	7	2.3%	133	6.8%	16	1.9%	325	5.7%
Other	1	1.2%	0	0.0%	6	2.0%	1	0.0%	15	1.8%	3	0.1%
Totals	97	100%	832	100%	296	100%	1,961	100%	833	100%	5,673	100%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

March 27, 2012



## Business Summary

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz  
Latitude: 39.23081  
Longitude: -84.16242

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.6%	0	0.0%	3	1.1%	11	0.6%	9	1.1%	23	0.4%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%	1	0.4%	0	0.0%	3	0.3%	28	0.5%
Construction	15	15.8%	67	8.0%	53	18.0%	279	14.2%	145	17.4%	560	9.9%
Manufacturing	2	2.5%	30	3.6%	11	3.7%	120	6.1%	32	3.8%	368	6.5%
Wholesale Trade	3	3.6%	14	1.6%	14	4.7%	57	2.9%	36	4.4%	137	2.4%
Retail Trade	18	18.5%	162	19.5%	47	15.7%	312	15.9%	132	15.8%	975	17.2%
Motor Vehicle & Parts Dealers	4	3.8%	6	0.7%	9	2.9%	11	0.5%	21	2.5%	186	3.3%
Furniture & Home Furnishings Stores	1	1.0%	3	0.4%	3	1.0%	11	0.6%	9	1.1%	25	0.4%
Electronics & Appliance Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	8	1.0%	22	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	2	1.9%	6	0.7%	8	2.8%	40	2.1%	19	2.3%	211	3.7%
Food & Beverage Stores	4	4.2%	128	15.4%	6	2.1%	210	10.7%	22	2.6%	289	5.1%
Health & Personal Care Stores	2	2.2%	2	0.3%	4	1.4%	6	0.3%	7	0.9%	38	0.7%
Gasoline Stations	1	1.0%	8	1.0%	3	1.0%	15	0.8%	5	0.6%	26	0.5%
Clothing & Clothing Accessories Stores	1	1.0%	2	0.2%	2	0.7%	4	0.2%	8	1.0%	28	0.5%
Sport Goods, Hobby, Book, & Music Stores	1	1.2%	0	0.0%	2	0.7%	0	0.0%	9	1.0%	46	0.8%
General Merchandise Stores	1	0.6%	3	0.4%	2	0.7%	5	0.3%	2	0.2%	5	0.1%
Miscellaneous Store Retailers	2	1.6%	4	0.5%	8	2.6%	10	0.5%	19	2.3%	72	1.3%
Nonstore Retailers	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.4%	27	0.5%
Transportation & Warehousing	3	3.4%	24	2.9%	13	4.3%	78	4.0%	26	3.1%	99	1.7%
Information	1	1.0%	6	0.8%	5	1.7%	42	2.2%	10	1.2%	63	1.1%
Finance & Insurance	1	1.2%	3	0.4%	6	2.0%	11	0.5%	22	2.6%	70	1.2%
Central Bank/Credit Intermediation & Related Activities	0	0.0%	0	0.0%	1	0.3%	3	0.2%	10	1.2%	46	0.8%
Securities, Commodity Contracts & Other Financial	1	0.6%	2	0.2%	2	0.7%	4	0.2%	3	0.3%	4	0.1%
Insurance Carriers & Related Activities; Funds, Trusts &	1	0.6%	1	0.1%	3	1.0%	4	0.2%	9	1.1%	20	0.4%
Real Estate, Rental & Leasing	6	5.9%	20	2.4%	13	4.3%	34	1.7%	42	5.0%	247	4.4%
Professional, Scientific & Tech Services	4	3.9%	15	1.8%	8	2.7%	59	3.0%	48	5.8%	152	2.7%
Legal Services	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.1%	4	0.1%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.1%	1	0.0%
Administrative & Support & Waste Management & Remediation	3	2.9%	5	0.6%	18	5.9%	40	2.1%	53	6.3%	165	2.9%
Educational Services	4	3.6%	143	17.1%	7	2.5%	252	12.8%	27	3.3%	982	17.3%
Health Care & Social Assistance	5	5.1%	95	11.4%	14	4.7%	254	12.9%	32	3.8%	449	7.9%
Arts, Entertainment & Recreation	1	0.6%	2	0.2%	5	1.7%	38	1.9%	20	2.5%	192	3.4%
Accommodation & Food Services	7	7.1%	79	9.4%	14	4.9%	115	5.9%	35	4.2%	417	7.4%
Accommodation	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.1%	1	0.0%
Food Services & Drinking Places	7	7.1%	79	9.4%	14	4.8%	115	5.8%	34	4.1%	416	7.3%
Other Services (except Public Administration)	19	19.3%	45	5.4%	52	17.5%	126	6.4%	129	15.5%	418	7.4%
Automotive Repair & Maintenance	5	4.7%	13	1.5%	14	4.9%	33	1.7%	34	4.1%	77	1.4%
Public Administration	4	3.9%	124	14.8%	7	2.3%	133	6.8%	16	1.9%	325	5.7%
Unclassified Establishments	1	1.2%	0	0.0%	6	2.0%	1	0.0%	15	1.8%	3	0.1%
<b>Total</b>	<b>97</b>	<b>100%</b>	<b>832</b>	<b>100%</b>	<b>296</b>	<b>100%</b>	<b>1,961</b>	<b>100%</b>	<b>833</b>	<b>100%</b>	<b>5,673</b>	<b>100%</b>

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

March 27, 2012



# Retail MarketPlace Profile

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 1 mile radius

www.ClermontCountyOhio.biz  
Latitude: 39.23081  
Longitude: -84.16242

## Summary Demographics

2010 Population	3,111
2010 Households	1,152
2010 Median Disposable Income	\$39,060
2010 Per Capita Income	\$20,803

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$25,421,823	\$23,542,167	\$1,879,656	3.8	27
Total Retail Trade	44-45	\$21,887,163	\$19,795,952	\$2,091,211	5.0	19
Total Food & Drink	722	\$3,534,660	\$3,746,215	\$-211,555	-2.9	7

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$5,201,716	\$1,605,499	\$3,596,217	52.8	4
Automobile Dealers	4411	\$4,401,452	\$1,210,791	\$3,190,660	56.9	2
Other Motor Vehicle Dealers	4412	\$412,735	\$97,100	\$315,635	61.9	1
Auto Parts, Accessories & Tire Stores	4413	\$387,529	\$297,608	\$89,921	13.1	2
Furniture & Home Furnishings Stores	442	\$345,972	\$206,001	\$139,971	25.4	1
Furniture Stores	4421	\$174,826	\$0	\$174,826	100.0	0
Home Furnishings Stores	4422	\$171,146	\$206,001	\$-34,855	-9.2	1
Electronics & Appliance Stores	4431	\$881,512	\$0	\$881,512	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$802,197	\$250,737	\$551,460	52.4	2
Bldg Material & Supplies Dealers	4441	\$751,934	\$250,737	\$501,197	50.0	2
Lawn & Garden Equip & Supply Stores	4442	\$50,263	\$0	\$50,263	100.0	0
Food & Beverage Stores	445	\$3,825,494	\$8,956,949	\$-5,131,455	-40.1	4
Grocery Stores	4451	\$3,673,035	\$8,927,005	\$-5,253,970	-41.7	3
Specialty Food Stores	4452	\$54,244	\$0	\$54,244	100.0	0
Beer, Wine & Liquor Stores	4453	\$98,215	\$29,944	\$68,271	53.3	0
Health & Personal Care Stores	446,4461	\$452,523	\$616,589	\$-164,067	-15.3	2
Gasoline Stations	447,4471	\$3,835,563	\$5,330,745	\$-1,495,182	-16.3	1
Clothing & Clothing Accessories Stores	448	\$593,680	\$113,458	\$480,222	67.9	1
Clothing Stores	4481	\$430,851	\$113,458	\$317,393	58.3	1
Shoe Stores	4482	\$96,169	\$0	\$96,169	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$66,660	\$0	\$66,660	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$100,572	\$73,918	\$26,653	15.3	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$78,869	\$73,918	\$4,951	3.2	1
Book, Periodical & Music Stores	4512	\$21,702	\$0	\$21,702	100.0	0
General Merchandise Stores	452	\$3,528,000	\$1,401,178	\$2,126,822	43.1	1
Department Stores Excluding Leased Depts.	4521	\$1,492,553	\$0	\$1,492,553	100.0	0
Other General Merchandise Stores	4529	\$2,035,447	\$1,401,178	\$634,269	18.5	1
Miscellaneous Store Retailers	453	\$313,696	\$138,969	\$174,727	38.6	2
Florists	4531	\$18,807	\$27,873	\$-9,066	-19.4	1
Office Supplies, Stationery & Gift Stores	4532	\$103,062	\$41,323	\$61,739	42.8	0
Used Merchandise Stores	4533	\$6,555	\$0	\$6,555	100.0	0
Other Miscellaneous Store Retailers	4539	\$185,272	\$69,773	\$115,499	45.3	1
Nonstore Retailers	454	\$2,006,239	\$1,101,908	\$904,330	29.1	1
Electronic Shopping & Mail-Order Houses	4541	\$1,858,573	\$0	\$1,858,573	100.0	0
Vending Machine Operators	4542	\$2,790	\$0	\$2,790	100.0	0
Direct Selling Establishments	4543	\$144,876	\$1,101,908	\$-957,032	-76.8	1
Food Services & Drinking Places	722	\$3,534,660	\$3,746,215	\$-211,555	-2.9	7
Full-Service Restaurants	7221	\$1,244,439	\$1,927,310	\$-682,871	-21.5	4
Limited-Service Eating Places	7222	\$1,980,012	\$1,323,146	\$656,866	19.9	2
Special Food Services	7223	\$247,905	\$477,143	\$-229,238	-31.6	1
Drinking Places - Alcoholic Beverages	7224	\$62,305	\$18,616	\$43,689	54.0	0

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

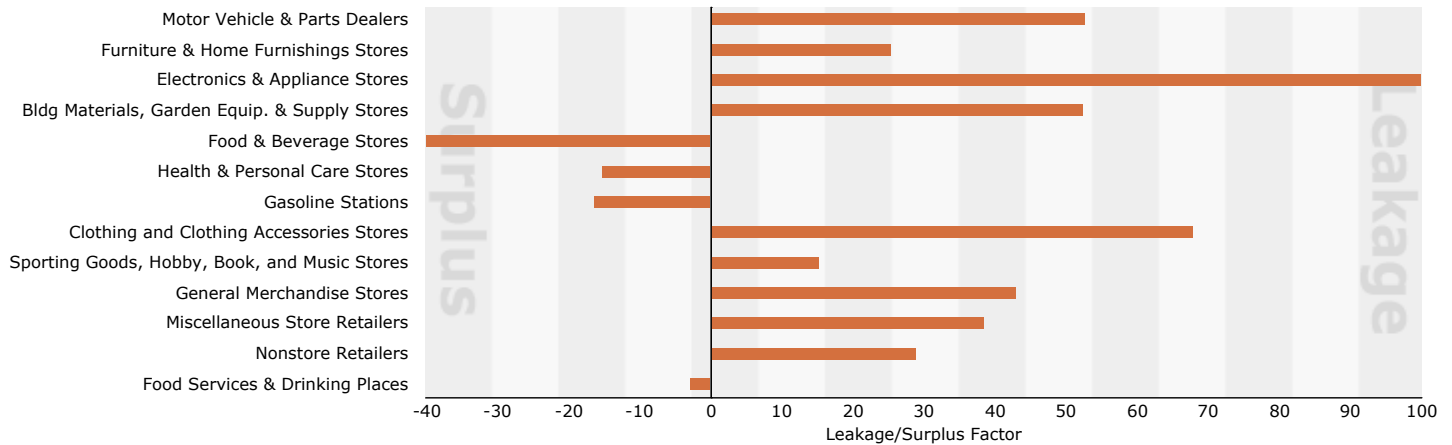
Source: Esri and Infogroup

March 27, 2012

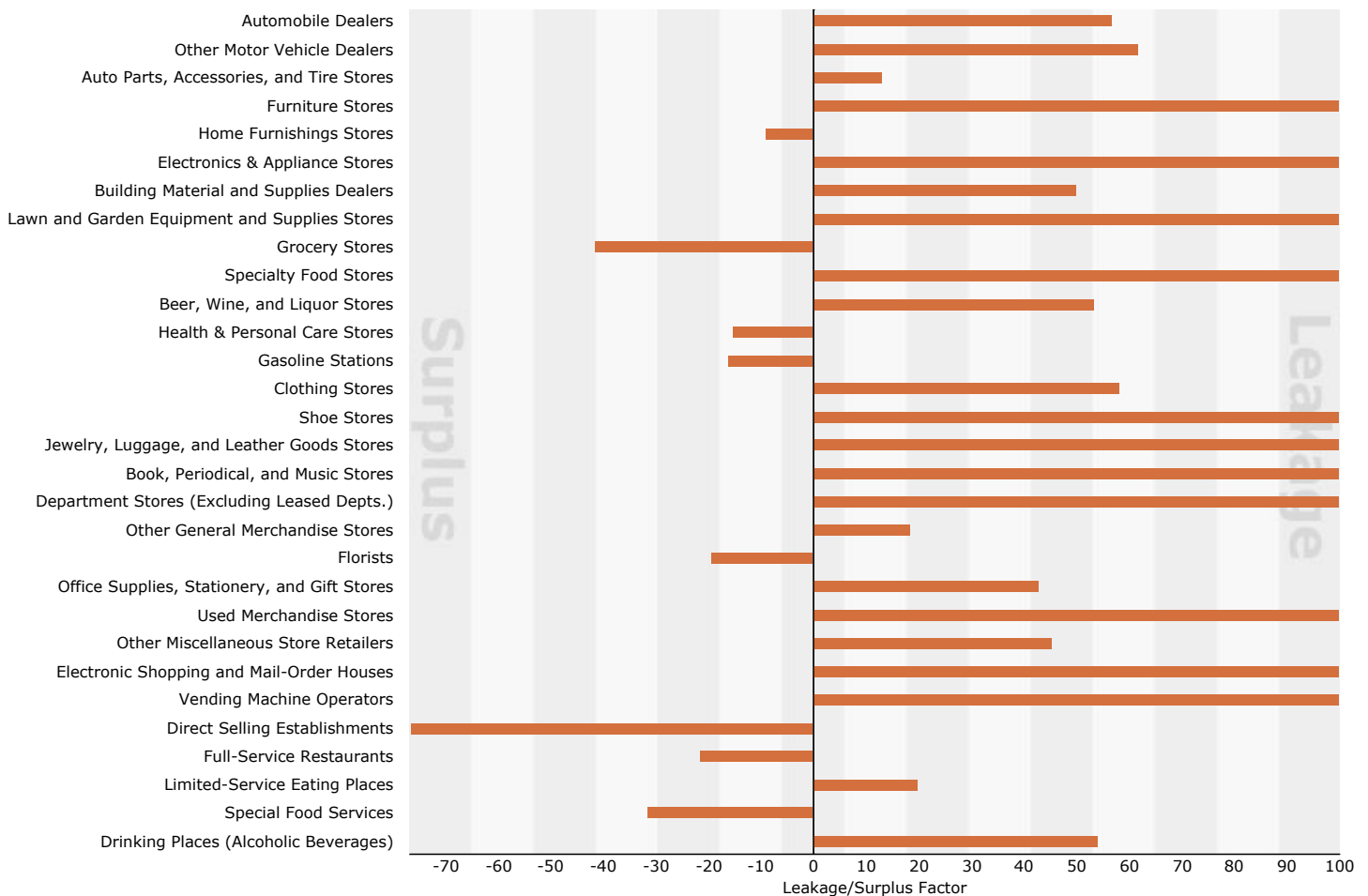
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Retail MarketPlace Profile

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

## Summary Demographics

2010 Population	14,178
2010 Households	5,165
2010 Median Disposable Income	\$42,523
2010 Per Capita Income	\$23,233

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$127,111,598	\$46,010,220	\$81,101,378	46.8	65
Total Retail Trade	44-45	\$109,348,426	\$40,088,943	\$69,259,483	46.3	49
Total Food & Drink	722	\$17,763,171	\$5,921,277	\$11,841,894	50.0	15

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$25,912,342	\$3,273,077	\$22,639,265	77.6	11
Automobile Dealers	4411	\$21,886,841	\$2,600,618	\$19,286,223	78.8	7
Other Motor Vehicle Dealers	4412	\$2,086,007	\$165,428	\$1,920,579	85.3	1
Auto Parts, Accessories & Tire Stores	4413	\$1,939,493	\$507,031	\$1,432,462	58.6	3
Furniture & Home Furnishings Stores	442	\$1,786,128	\$753,980	\$1,032,148	40.6	3
Furniture Stores	4421	\$912,553	\$0	\$912,553	100.0	0
Home Furnishings Stores	4422	\$873,576	\$753,980	\$119,595	7.3	3
Electronics & Appliance Stores	4431	\$4,408,382	\$222,351	\$4,186,031	90.4	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,093,054	\$1,313,659	\$2,779,395	51.4	8
Bldg Material & Supplies Dealers	4441	\$3,823,730	\$1,263,598	\$2,560,131	50.3	8
Lawn & Garden Equip & Supply Stores	4442	\$269,324	\$50,060	\$219,264	68.7	0
Food & Beverage Stores	445	\$19,103,969	\$14,292,507	\$4,811,462	14.4	5
Grocery Stores	4451	\$18,336,404	\$14,206,668	\$4,129,736	12.7	4
Specialty Food Stores	4452	\$275,341	\$0	\$275,341	100.0	0
Beer, Wine & Liquor Stores	4453	\$492,225	\$85,839	\$406,386	70.3	1
Health & Personal Care Stores	446,4461	\$2,317,288	\$1,214,746	\$1,102,542	31.2	4
Gasoline Stations	447,4471	\$19,086,408	\$13,837,439	\$5,248,969	15.9	3
Clothing & Clothing Accessories Stores	448	\$2,984,140	\$226,916	\$2,757,224	85.9	2
Clothing Stores	4481	\$2,172,863	\$226,916	\$1,945,947	81.1	2
Shoe Stores	4482	\$474,281	\$0	\$474,281	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$336,996	\$0	\$336,996	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$524,025	\$125,934	\$398,091	61.2	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$406,463	\$125,934	\$280,529	52.7	2
Book, Periodical & Music Stores	4512	\$117,561	\$0	\$117,561	100.0	0
General Merchandise Stores	452	\$17,634,709	\$2,387,170	\$15,247,539	76.2	1
Department Stores Excluding Leased Depts.	4521	\$7,493,872	\$0	\$7,493,872	100.0	0
Other General Merchandise Stores	4529	\$10,140,837	\$2,387,170	\$7,753,667	61.9	1
Miscellaneous Store Retailers	453	\$1,586,014	\$563,856	\$1,022,158	47.5	9
Florists	4531	\$94,833	\$94,974	\$-141	-0.1	2
Office Supplies, Stationery & Gift Stores	4532	\$525,305	\$118,459	\$406,846	63.2	1
Used Merchandise Stores	4533	\$36,153	\$25,810	\$10,343	16.7	1
Other Miscellaneous Store Retailers	4539	\$929,723	\$324,613	\$605,110	48.2	4
Nonstore Retailers	454	\$9,911,968	\$1,877,308	\$8,034,660	68.2	1
Electronic Shopping & Mail-Order Houses	4541	\$9,173,153	\$0	\$9,173,153	100.0	0
Vending Machine Operators	4542	\$16,293	\$0	\$16,293	100.0	0
Direct Selling Establishments	4543	\$722,522	\$1,877,308	\$-1,154,786	-44.4	1
Food Services & Drinking Places	722	\$17,763,171	\$5,921,277	\$11,841,894	50.0	15
Full-Service Restaurants	7221	\$6,271,763	\$2,815,652	\$3,456,111	38.0	6
Limited-Service Eating Places	7222	\$9,944,493	\$2,451,967	\$7,492,526	60.4	5
Special Food Services	7223	\$1,233,813	\$477,143	\$756,670	44.2	1
Drinking Places - Alcoholic Beverages	7224	\$313,102	\$176,515	\$136,587	27.9	3

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

March 27, 2012

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## Retail MarketPlace Profile

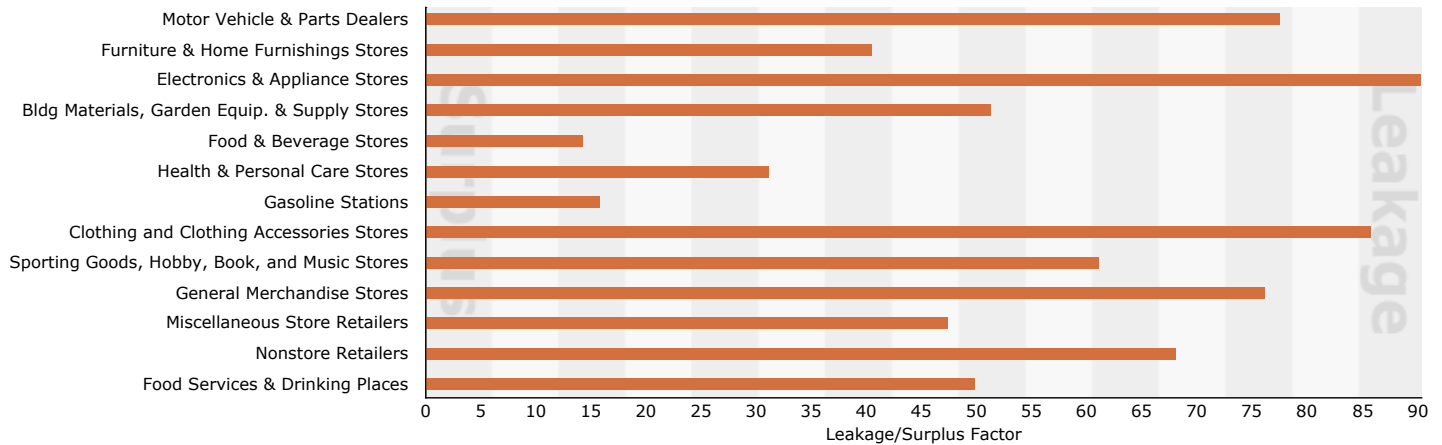
SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 3 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.23081

Longitude: -84.16242

### Leakage/Surplus Factor by Industry Subsector



### Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

March 27, 2012



# Retail MarketPlace Profile

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 5 miles radius

www.ClermontCountyOhio.biz  
Latitude: 39.23081  
Longitude: -84.16242

## Summary Demographics

2010 Population	41,787
2010 Households	14,745
2010 Median Disposable Income	\$53,058
2010 Per Capita Income	\$29,848

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$460,752,585	\$128,747,524	\$332,005,061	56.3	166
Total Retail Trade	44-45	\$394,289,147	\$111,405,809	\$282,883,338	55.9	131
Total Food & Drink	722	\$66,463,438	\$17,341,715	\$49,121,724	58.6	35

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$94,572,681	\$34,191,416	\$60,381,265	46.9	21
Automobile Dealers	4411	\$80,029,259	\$29,602,931	\$50,426,328	46.0	10
Other Motor Vehicle Dealers	4412	\$7,383,066	\$496,283	\$6,886,783	87.4	2
Auto Parts, Accessories & Tire Stores	4413	\$7,160,356	\$4,092,202	\$3,068,154	27.3	9
Furniture & Home Furnishings Stores	442	\$7,158,842	\$2,356,902	\$4,801,940	50.5	9
Furniture Stores	4421	\$3,813,437	\$834,363	\$2,979,074	64.1	2
Home Furnishings Stores	4422	\$3,345,405	\$1,522,539	\$1,822,866	37.4	7
Electronics & Appliance Stores	4431	\$16,541,869	\$1,665,396	\$14,876,473	81.7	8
Bldg Materials, Garden Equip. & Supply Stores	444	\$15,860,205	\$14,063,595	\$1,796,610	6.0	18
Bldg Material & Supplies Dealers	4441	\$14,793,126	\$13,161,587	\$1,631,539	5.8	13
Lawn & Garden Equip & Supply Stores	4442	\$1,067,079	\$902,008	\$165,071	8.4	5
Food & Beverage Stores	445	\$68,317,822	\$23,045,387	\$45,272,435	49.6	21
Grocery Stores	4451	\$65,455,887	\$22,058,763	\$43,397,124	49.6	12
Specialty Food Stores	4452	\$1,020,690	\$375,138	\$645,552	46.2	4
Beer, Wine & Liquor Stores	4453	\$1,841,245	\$611,487	\$1,229,759	50.1	4
Health & Personal Care Stores	446,4461	\$8,401,290	\$4,540,467	\$3,860,824	29.8	8
Gasoline Stations	447,4471	\$65,722,987	\$17,288,954	\$48,434,034	58.3	4
Clothing & Clothing Accessories Stores	448	\$11,350,432	\$1,569,582	\$9,780,850	75.7	9
Clothing Stores	4481	\$8,287,484	\$951,852	\$7,335,633	79.4	7
Shoe Stores	4482	\$1,728,150	\$575,556	\$1,152,594	50.0	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,334,797	\$42,174	\$1,292,623	93.9	1
Sporting Goods, Hobby, Book & Music Stores	451	\$2,085,334	\$2,136,298	\$-50,963	-1.2	9
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,571,643	\$795,141	\$776,502	32.8	7
Book, Periodical & Music Stores	4512	\$513,691	\$1,341,156	\$-827,465	-44.6	2
General Merchandise Stores	452	\$63,922,797	\$2,387,170	\$61,535,627	92.8	1
Department Stores Excluding Leased Depts.	4521	\$27,843,967	\$0	\$27,843,967	100.0	0
Other General Merchandise Stores	4529	\$36,078,830	\$2,387,170	\$33,691,660	87.6	1
Miscellaneous Store Retailers	453	\$5,752,986	\$2,528,728	\$3,224,257	38.9	19
Florists	4531	\$333,557	\$169,354	\$164,203	32.7	4
Office Supplies, Stationery & Gift Stores	4532	\$1,972,386	\$250,496	\$1,721,890	77.5	4
Used Merchandise Stores	4533	\$162,844	\$60,503	\$102,341	45.8	3
Other Miscellaneous Store Retailers	4539	\$3,284,199	\$2,048,375	\$1,235,823	23.2	8
Nonstore Retailers	454	\$34,601,901	\$5,631,914	\$28,969,986	72.0	4
Electronic Shopping & Mail-Order Houses	4541	\$32,433,746	\$0	\$32,433,746	100.0	0
Vending Machine Operators	4542	\$76,690	\$0	\$76,690	100.0	0
Direct Selling Establishments	4543	\$2,091,465	\$5,631,914	\$-3,540,450	-45.8	4
Food Services & Drinking Places	722	\$66,463,438	\$17,341,715	\$49,121,724	58.6	35
Full-Service Restaurants	7221	\$23,672,523	\$7,991,972	\$15,680,551	49.5	15
Limited-Service Eating Places	7222	\$37,103,303	\$8,457,980	\$28,645,323	62.9	14
Special Food Services	7223	\$4,520,745	\$540,438	\$3,980,307	78.6	1
Drinking Places - Alcoholic Beverages	7224	\$1,166,867	\$351,325	\$815,543	53.7	5

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Source: Esri and Infogroup

March 27, 2012

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## Retail MarketPlace Profile

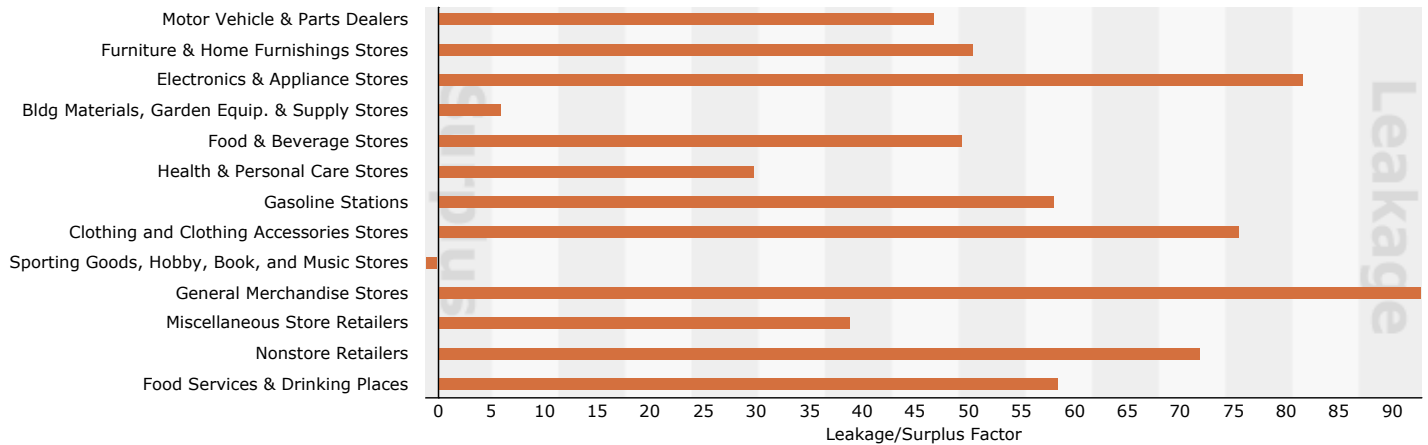
SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 5 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

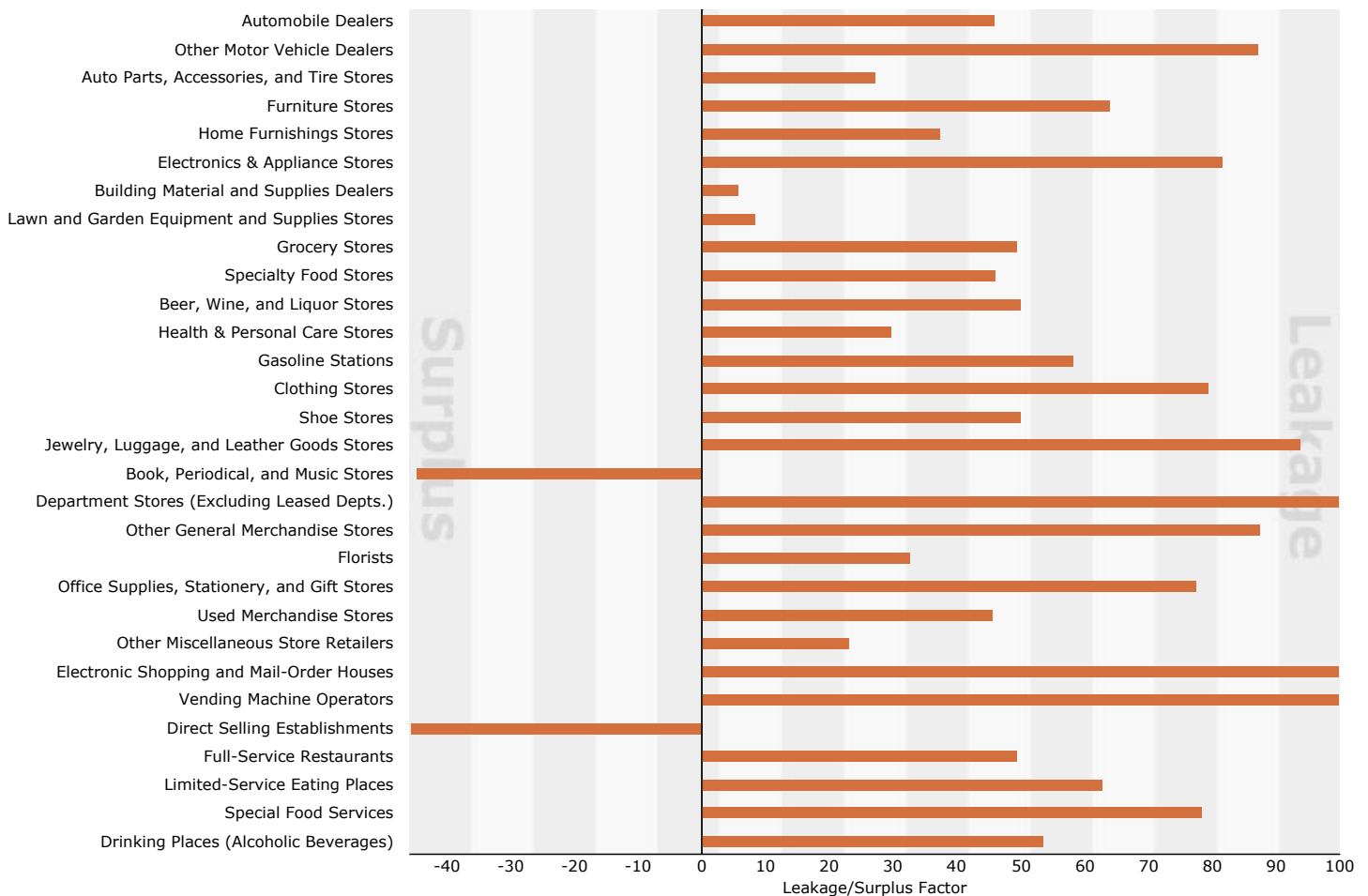
Latitude: 39.23081

Longitude: -84.16242

### Leakage/Surplus Factor by Industry Subsector



### Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Demographic Summary		2010	2015
Population		3,111	3,162
Total Number of Adults		2,199	2,250
Households		1,152	1,178
Median Household Income		\$50,608	\$56,804

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	1,074	48.8%	98
Bought any women's apparel in last 12 months	1,064	48.4%	106
Bought apparel for child <13 in last 6 months	712	32.4%	114
Bought any shoes in last 12 months	1,144	52.0%	100
Bought costume jewelry in last 12 months	459	20.9%	100
Bought any fine jewelry in last 12 months	524	23.8%	108
Bought a watch in last 12 months	407	18.5%	96
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	1,045	90.7%	105
HH bought/leased new vehicle last 12 mo	77	6.7%	70
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	2,023	92.0%	106
Bought/changed motor oil in last 12 months	1,337	60.8%	117
Had tune-up in last 12 months	643	29.2%	94
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	1,170	53.2%	86
Drank regular cola in last 6 months	1,221	55.5%	109
Drank beer/ale in last 6 months	847	38.5%	91
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	294	13.4%	104
Bought film in last 12 months	483	22.0%	115
Bought digital camera in last 12 months	109	5.0%	72
Bought memory card for camera in last 12 months	117	5.3%	69
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	792	36.0%	102
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	479	21.8%	102
Avg monthly cell/mobile phone/PDA bill: \$50-99	689	31.3%	97
Avg monthly cell/mobile phone/PDA bill: \$100+	488	22.2%	105
<b>Computers (Households)</b>			
HH owns a personal computer	829	72.0%	97
Spent <\$500 on most recent home PC purchase	103	8.9%	103
Spent \$500-\$999 on most recent home PC purchase	238	20.7%	116
Spent \$1000-\$1499 on most recent home PC purchase	124	10.8%	82
Spent \$1500-\$1999 on most recent home PC purchase	47	4.1%	57
Spent \$2000+ on most recent home PC purchase	61	5.3%	85

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.23081

Longitude: -84.16242

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	1,359	61.8%	103
Bought cigarettes at convenience store in last 30 days	448	20.4%	131
Bought gas at convenience store in last 30 days	914	41.6%	124
Spent at convenience store in last 30 days: <\$20	153	7.0%	72
Spent at convenience store in last 30 days: \$20-39	188	8.5%	84
Spent at convenience store in last 30 days: \$40+	948	43.1%	120
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	1,072	48.7%	83
Went to live theater in last 12 months	151	6.9%	52
Went to a bar/night club in last 12 months	462	21.0%	110
Dined out in last 12 months	1,030	46.8%	95
Gambled at a casino in last 12 months	250	11.4%	71
Visited a theme park in last 12 months	388	17.6%	82
DVDs rented in last 30 days: 1	50	2.3%	86
DVDs rented in last 30 days: 2	114	5.2%	112
DVDs rented in last 30 days: 3	45	2.0%	64
DVDs rented in last 30 days: 4	54	2.5%	63
DVDs rented in last 30 days: 5+	271	12.3%	93
DVDs purchased in last 30 days: 1	105	4.8%	96
DVDs purchased in last 30 days: 2	87	4.0%	84
DVDs purchased in last 30 days: 3-4	129	5.9%	127
DVDs purchased in last 30 days: 5+	113	5.1%	99
Spent on toys/games in last 12 months: <\$50	150	6.8%	112
Spent on toys/games in last 12 months: \$50-\$99	83	3.8%	137
Spent on toys/games in last 12 months: \$100-\$199	171	7.8%	108
Spent on toys/games in last 12 months: \$200-\$499	258	11.7%	108
Spent on toys/games in last 12 months: \$500+	124	5.6%	98
<b>Financial (Adults)</b>			
Have home mortgage (1st)	389	17.7%	92
Used ATM/cash machine in last 12 months	1,049	47.7%	94
Own any stock	127	5.8%	63
Own U.S. savings bond	122	5.5%	81
Own shares in mutual fund (stock)	126	5.7%	61
Own shares in mutual fund (bonds)	90	4.1%	69
Used full service brokerage firm in last 12 months	75	3.4%	55
Have savings account	772	35.1%	97
Have 401K retirement savings	359	16.3%	92
Did banking over the Internet in last 12 months	505	23.0%	84
Own any credit/debit card (in own name)	1,523	69.3%	94
Avg monthly credit card expenditures: <\$111	319	14.5%	105
Avg monthly credit card expenditures: \$111-225	133	6.0%	78
Avg monthly credit card expenditures: \$226-450	128	5.8%	78
Avg monthly credit card expenditures: \$451-700	111	5.0%	79
Avg monthly credit card expenditures: \$701+	176	8.0%	60

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	1,599	72.7%	102
Used bread in last 6 months	2,130	96.9%	100
Used chicken/turkey (fresh or frozen) in last 6 months	1,660	75.5%	97
Used fish/seafood (fresh or frozen) in last 6 months	1,044	47.5%	90
Used fresh fruit/vegetables in last 6 months	1,944	88.4%	101
Used fresh milk in last 6 months	2,050	93.2%	103
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	641	29.2%	97
Exercise at club 2+ times per week	133	6.0%	49
Visited a doctor in last 12 months	1,709	77.7%	100
Used vitamin/dietary supplement in last 6 months	961	43.7%	90
<b>Home (Households)</b>			
Any home improvement in last 12 months	364	31.6%	100
Used housekeeper/maid/prof HH cleaning service in the last 12 months	127	11.0%	71
Purchased any HH furnishing in last 12 months	306	26.6%	88
Purchased bedding/bath goods in last 12 months	593	51.5%	94
Purchased cooking/serving product in last 12 months	317	27.5%	100
Bought any kitchen appliance in last 12 months	185	16.1%	92
<b>Insurance (Adults)</b>			
Currently carry any life insurance	1,013	46.1%	96
Have medical/hospital/accident insurance	1,481	67.3%	94
Carry homeowner insurance	1,137	51.7%	98
Carry renter insurance	115	5.2%	85
Have auto/other vehicle insurance	1,874	85.2%	103
<b>Pets (Households)</b>			
HH owns any pet	753	65.4%	126
HH owns any cat	352	30.6%	127
HH owns any dog	591	51.3%	135
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	1,060	48.2%	96
Read any daily newspaper	822	37.4%	90
Heavy magazine reader	408	18.6%	93
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	1,500	68.2%	95
Went to family restaurant/steak house last mo: <2 times	544	24.7%	96
Went to family restaurant/steak house last mo: 2-4 times	546	24.8%	92
Went to family restaurant/steak house last mo: 5+ times	409	18.6%	96
Went to fast food/drive-in restaurant in last 6 mo	1,941	88.3%	99
Went to fast food/drive-in restaurant <6 times/mo	725	33.0%	94
Went to fast food/drive-in restaurant 6-13 times/mo	611	27.8%	96
Went to fast food/drive-in restaurant 14+ times/mo	605	27.5%	110
Fast food/drive-in last 6 mo: eat in	840	38.2%	101
Fast food/drive-in last 6 mo: home delivery	208	9.5%	91
Fast food/drive-in last 6 mo: take-out/drive-thru	1,223	55.6%	106
Fast food/drive-in last 6 mo: take-out/walk-in	460	20.9%	85

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	746	64.8%	100
HH average monthly long distance phone bill: <\$16	301	26.1%	94
HH average monthly long distance phone bill: \$16-25	126	10.9%	96
HH average monthly long distance phone bill: \$26-59	79	6.9%	75
HH average monthly long distance phone bill: \$60+	66	5.7%	129
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	203	17.6%	90
HH owns 2 TVs	317	27.5%	105
HH owns 3 TVs	288	25.0%	111
HH owns 4+ TVs	230	20.0%	95
HH subscribes to cable TV	515	44.7%	77
HH Purchased audio equipment in last 12 months	97	8.4%	87
HH Purchased CD player in last 12 months	44	3.8%	99
HH Purchased DVD player in last 12 months	119	10.3%	106
HH Purchased MP3 player in last 12 months	167	7.6%	75
HH Purchased video game system in last 12 months	116	10.1%	93
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	935	42.5%	81
Took 3+ domestic trips in last 12 months	206	9.4%	63
Spent on domestic vacations last 12 mo: <\$1000	220	10.0%	79
Spent on domestic vacations last 12 mo: \$1000-\$1499	171	7.8%	116
Spent on domestic vacations last 12 mo: \$1500-\$1999	52	2.4%	58
Spent on domestic vacations last 12 mo: \$2000-\$2999	66	3.0%	72
Spent on domestic vacations last 12 mo: \$3000+	86	3.9%	77
Foreign travel in last 3 years	393	17.9%	69
Took 3+ foreign trips by plane in last 3 years	41	1.9%	39
Spent on foreign vacations last 12 mo: <\$1000	83	3.8%	63
Spent on foreign vacations last 12 mo: \$1000-\$2999	50	2.3%	56
Spent on foreign vacations last 12 mo: \$3000+	68	3.1%	63
Stayed 1+ nights at hotel/motel in last 12 months	776	35.3%	87

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Demographic Summary	2010	2015
Population	14,178	14,886
Total Number of Adults	10,365	10,937
Households	5,165	5,452
Median Household Income	\$54,512	\$59,533

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	5,310	51.2%	103
Bought any women's apparel in last 12 months	4,922	47.5%	104
Bought apparel for child <13 in last 6 months	3,177	30.7%	108
Bought any shoes in last 12 months	5,406	52.2%	100
Bought costume jewelry in last 12 months	2,091	20.2%	97
Bought any fine jewelry in last 12 months	2,283	22.0%	100
Bought a watch in last 12 months	1,925	18.6%	96
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	4,737	91.7%	107
HH bought/leased new vehicle last 12 mo	421	8.2%	85
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	9,624	92.9%	107
Bought/changed motor oil in last 12 months	6,392	61.7%	118
Had tune-up in last 12 months	3,135	30.2%	97
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	5,677	54.8%	89
Drank regular cola in last 6 months	5,568	53.7%	105
Drank beer/ale in last 6 months	4,008	38.7%	91
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	1,342	12.9%	101
Bought film in last 12 months	2,233	21.5%	113
Bought digital camera in last 12 months	577	5.6%	81
Bought memory card for camera in last 12 months	658	6.3%	83
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	3,612	34.8%	98
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	2,350	22.7%	106
Avg monthly cell/mobile phone/PDA bill: \$50-99	3,235	31.2%	96
Avg monthly cell/mobile phone/PDA bill: \$100+	2,202	21.2%	100
<b>Computers (Households)</b>			
HH owns a personal computer	3,741	72.4%	98
Spent <\$500 on most recent home PC purchase	448	8.7%	100
Spent \$500-\$999 on most recent home PC purchase	1,038	20.1%	113
Spent \$1000-\$1499 on most recent home PC purchase	608	11.8%	90
Spent \$1500-\$1999 on most recent home PC purchase	280	5.4%	76
Spent \$2000+ on most recent home PC purchase	266	5.2%	83

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 3 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	6,441	62.1%	103
Bought cigarettes at convenience store in last 30 days	1,960	18.9%	121
Bought gas at convenience store in last 30 days	4,264	41.1%	123
Spent at convenience store in last 30 days: <\$20	781	7.5%	78
Spent at convenience store in last 30 days: \$20-39	959	9.3%	91
Spent at convenience store in last 30 days: \$40+	4,335	41.8%	116
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	5,216	50.3%	86
Went to live theater in last 12 months	836	8.1%	61
Went to a bar/night club in last 12 months	2,016	19.5%	102
Dined out in last 12 months	5,103	49.2%	100
Gambled at a casino in last 12 months	1,246	12.0%	75
Visited a theme park in last 12 months	1,824	17.6%	82
DVDs rented in last 30 days: 1	242	2.3%	88
DVDs rented in last 30 days: 2	516	5.0%	108
DVDs rented in last 30 days: 3	245	2.4%	74
DVDs rented in last 30 days: 4	314	3.0%	78
DVDs rented in last 30 days: 5+	1,259	12.1%	92
DVDs purchased in last 30 days: 1	510	4.9%	99
DVDs purchased in last 30 days: 2	459	4.4%	93
DVDs purchased in last 30 days: 3-4	524	5.1%	109
DVDs purchased in last 30 days: 5+	521	5.0%	97
Spent on toys/games in last 12 months: <\$50	706	6.8%	112
Spent on toys/games in last 12 months: \$50-\$99	339	3.3%	119
Spent on toys/games in last 12 months: \$100-\$199	780	7.5%	105
Spent on toys/games in last 12 months: \$200-\$499	1,180	11.4%	105
Spent on toys/games in last 12 months: \$500+	597	5.8%	100
<b>Financial (Adults)</b>			
Have home mortgage (1st)	2,050	19.8%	103
Used ATM/cash machine in last 12 months	4,964	47.9%	94
Own any stock	737	7.1%	77
Own U.S. savings bond	689	6.6%	97
Own shares in mutual fund (stock)	756	7.3%	78
Own shares in mutual fund (bonds)	493	4.8%	80
Used full service brokerage firm in last 12 months	467	4.5%	73
Have savings account	3,821	36.9%	101
Have 401K retirement savings	1,855	17.9%	101
Did banking over the Internet in last 12 months	2,493	24.1%	88
Own any credit/debit card (in own name)	7,418	71.6%	97
Avg monthly credit card expenditures: <\$111	1,569	15.1%	109
Avg monthly credit card expenditures: \$111-225	708	6.8%	88
Avg monthly credit card expenditures: \$226-450	697	6.7%	90
Avg monthly credit card expenditures: \$451-700	564	5.4%	85
Avg monthly credit card expenditures: \$701+	928	9.0%	67

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 3 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	7,671	74.0%	104
Used bread in last 6 months	10,096	97.4%	101
Used chicken/turkey (fresh or frozen) in last 6 months	7,955	76.7%	99
Used fish/seafood (fresh or frozen) in last 6 months	5,234	50.5%	95
Used fresh fruit/vegetables in last 6 months	9,139	88.2%	101
Used fresh milk in last 6 months	9,686	93.4%	103
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	2,972	28.7%	95
Exercise at club 2+ times per week	701	6.8%	55
Visited a doctor in last 12 months	8,124	78.4%	101
Used vitamin/dietary supplement in last 6 months	4,734	45.7%	94
<b>Home (Households)</b>			
Any home improvement in last 12 months	1,797	34.8%	110
Used housekeeper/maid/prof HH cleaning service in the last 12 months	597	11.6%	74
Purchased any HH furnishing in last 12 months	1,442	27.9%	93
Purchased bedding/bath goods in last 12 months	2,703	52.3%	96
Purchased cooking/serving product in last 12 months	1,446	28.0%	102
Bought any kitchen appliance in last 12 months	916	17.7%	102
<b>Insurance (Adults)</b>			
Currently carry any life insurance	5,206	50.2%	105
Have medical/hospital/accident insurance	7,373	71.1%	99
Carry homeowner insurance	6,025	58.1%	110
Carry renter insurance	507	4.9%	80
Have auto/other vehicle insurance	9,052	87.3%	105
<b>Pets (Households)</b>			
HH owns any pet	3,436	66.5%	129
HH owns any cat	1,678	32.5%	135
HH owns any dog	2,740	53.0%	140
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	4,951	47.8%	95
Read any daily newspaper	4,153	40.1%	97
Heavy magazine reader	1,772	17.1%	86
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	7,243	69.9%	97
Went to family restaurant/steak house last mo: <2 times	2,596	25.0%	98
Went to family restaurant/steak house last mo: 2-4 times	2,644	25.5%	94
Went to family restaurant/steak house last mo: 5+ times	2,001	19.3%	99
Went to fast food/drive-in restaurant in last 6 mo	9,275	89.5%	101
Went to fast food/drive-in restaurant <6 times/mo	3,519	34.0%	97
Went to fast food/drive-in restaurant 6-13 times/mo	3,046	29.4%	102
Went to fast food/drive-in restaurant 14+ times/mo	2,710	26.1%	105
Fast food/drive-in last 6 mo: eat in	4,153	40.1%	106
Fast food/drive-in last 6 mo: home delivery	917	8.8%	85
Fast food/drive-in last 6 mo: take-out/drive-thru	5,915	57.1%	109
Fast food/drive-in last 6 mo: take-out/walk-in	2,202	21.2%	86

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 3 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	3,499	67.7%	105
HH average monthly long distance phone bill: <\$16	1,433	27.7%	100
HH average monthly long distance phone bill: \$16-25	593	11.5%	100
HH average monthly long distance phone bill: \$26-59	391	7.6%	83
HH average monthly long distance phone bill: \$60+	255	4.9%	111
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	895	17.3%	88
HH owns 2 TVs	1,368	26.5%	101
HH owns 3 TVs	1,255	24.3%	108
HH owns 4+ TVs	1,119	21.7%	103
HH subscribes to cable TV	2,156	41.7%	72
HH Purchased audio equipment in last 12 months	453	8.8%	90
HH Purchased CD player in last 12 months	201	3.9%	101
HH Purchased DVD player in last 12 months	514	10.0%	103
HH Purchased MP3 player in last 12 months	807	7.8%	76
HH Purchased video game system in last 12 months	523	10.1%	94
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	4,827	46.6%	89
Took 3+ domestic trips in last 12 months	1,202	11.6%	78
Spent on domestic vacations last 12 mo: <\$1000	1,172	11.3%	90
Spent on domestic vacations last 12 mo: \$1000-\$1499	820	7.9%	118
Spent on domestic vacations last 12 mo: \$1500-\$1999	310	3.0%	73
Spent on domestic vacations last 12 mo: \$2000-\$2999	348	3.4%	81
Spent on domestic vacations last 12 mo: \$3000+	404	3.9%	77
Foreign travel in last 3 years	1,811	17.5%	68
Took 3+ foreign trips by plane in last 3 years	223	2.2%	45
Spent on foreign vacations last 12 mo: <\$1000	423	4.1%	68
Spent on foreign vacations last 12 mo: \$1000-\$2999	236	2.3%	56
Spent on foreign vacations last 12 mo: \$3000+	301	2.9%	59
Stayed 1+ nights at hotel/motel in last 12 months	3,980	38.4%	95

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Demographic Summary	2010	2015
Population	41,787	44,368
Total Number of Adults	30,071	31,950
Households	14,745	15,727
Median Household Income	\$68,347	\$76,434

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	16,187	53.8%	108
Bought any women's apparel in last 12 months	14,329	47.7%	105
Bought apparel for child <13 in last 6 months	9,382	31.2%	110
Bought any shoes in last 12 months	16,575	55.1%	106
Bought costume jewelry in last 12 months	6,559	21.8%	104
Bought any fine jewelry in last 12 months	6,578	21.9%	99
Bought a watch in last 12 months	5,791	19.3%	99
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	13,761	93.3%	109
HH bought/leased new vehicle last 12 mo	1,671	11.3%	118
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	28,152	93.6%	108
Bought/changed motor oil in last 12 months	17,235	57.3%	110
Had tune-up in last 12 months	9,685	32.2%	103
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	18,359	61.1%	99
Drank regular cola in last 6 months	15,313	50.9%	100
Drank beer/ale in last 6 months	13,084	43.5%	102
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	4,178	13.9%	108
Bought film in last 12 months	6,084	20.2%	106
Bought digital camera in last 12 months	2,312	7.7%	112
Bought memory card for camera in last 12 months	2,504	8.3%	109
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	10,935	36.4%	103
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	6,592	21.9%	102
Avg monthly cell/mobile phone/PDA bill: \$50-99	9,933	33.0%	102
Avg monthly cell/mobile phone/PDA bill: \$100+	7,257	24.1%	114
<b>Computers (Households)</b>			
HH owns a personal computer	11,971	81.2%	110
Spent <\$500 on most recent home PC purchase	1,265	8.6%	99
Spent \$500-\$999 on most recent home PC purchase	3,049	20.7%	116
Spent \$1000-\$1499 on most recent home PC purchase	2,187	14.8%	114
Spent \$1500-\$1999 on most recent home PC purchase	1,119	7.6%	107
Spent \$2000+ on most recent home PC purchase	1,005	6.8%	110

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	18,933	63.0%	105
Bought cigarettes at convenience store in last 30 days	4,519	15.0%	96
Bought gas at convenience store in last 30 days	11,518	38.3%	114
Spent at convenience store in last 30 days: <\$20	2,849	9.5%	98
Spent at convenience store in last 30 days: \$20-39	3,021	10.0%	99
Spent at convenience store in last 30 days: \$40+	11,608	38.6%	107
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	17,828	59.3%	101
Went to live theater in last 12 months	3,884	12.9%	98
Went to a bar/night club in last 12 months	6,201	20.6%	108
Dined out in last 12 months	16,410	54.6%	111
Gambled at a casino in last 12 months	4,790	15.9%	99
Visited a theme park in last 12 months	7,002	23.3%	108
DVDs rented in last 30 days: 1	821	2.7%	103
DVDs rented in last 30 days: 2	1,614	5.4%	116
DVDs rented in last 30 days: 3	982	3.3%	102
DVDs rented in last 30 days: 4	1,159	3.9%	100
DVDs rented in last 30 days: 5+	4,377	14.6%	110
DVDs purchased in last 30 days: 1	1,704	5.7%	114
DVDs purchased in last 30 days: 2	1,582	5.3%	111
DVDs purchased in last 30 days: 3-4	1,395	4.6%	100
DVDs purchased in last 30 days: 5+	1,438	4.8%	92
Spent on toys/games in last 12 months: <\$50	2,080	6.9%	114
Spent on toys/games in last 12 months: \$50-\$99	870	2.9%	105
Spent on toys/games in last 12 months: \$100-\$199	2,244	7.5%	104
Spent on toys/games in last 12 months: \$200-\$499	3,575	11.9%	110
Spent on toys/games in last 12 months: \$500+	2,087	6.9%	121
<b>Financial (Adults)</b>			
Have home mortgage (1st)	7,649	25.4%	132
Used ATM/cash machine in last 12 months	16,903	56.2%	111
Own any stock	3,105	10.3%	112
Own U.S. savings bond	2,392	8.0%	116
Own shares in mutual fund (stock)	3,396	11.3%	120
Own shares in mutual fund (bonds)	2,044	6.8%	115
Used full service brokerage firm in last 12 months	2,040	6.8%	110
Have savings account	12,540	41.7%	115
Have 401K retirement savings	6,857	22.8%	129
Did banking over the Internet in last 12 months	9,710	32.3%	118
Own any credit/debit card (in own name)	23,738	78.9%	107
Avg monthly credit card expenditures: <\$111	4,569	15.2%	110
Avg monthly credit card expenditures: \$111-225	2,352	7.8%	100
Avg monthly credit card expenditures: \$226-450	2,430	8.1%	108
Avg monthly credit card expenditures: \$451-700	2,067	6.9%	108
Avg monthly credit card expenditures: \$701+	4,503	15.0%	112

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 5 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	22,405	74.5%	105
Used bread in last 6 months	29,323	97.5%	101
Used chicken/turkey (fresh or frozen) in last 6 months	23,730	78.9%	102
Used fish/seafood (fresh or frozen) in last 6 months	16,370	54.4%	103
Used fresh fruit/vegetables in last 6 months	26,928	89.5%	103
Used fresh milk in last 6 months	28,088	93.4%	103
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	9,565	31.8%	106
Exercise at club 2+ times per week	3,820	12.7%	103
Visited a doctor in last 12 months	24,118	80.2%	103
Used vitamin/dietary supplement in last 6 months	15,059	50.1%	103
<b>Home (Households)</b>			
Any home improvement in last 12 months	5,660	38.4%	121
Used housekeeper/maid/prof HH cleaning service in the last 12 months	2,395	16.2%	104
Purchased any HH furnishing in last 12 months	4,671	31.7%	106
Purchased bedding/bath goods in last 12 months	8,064	54.7%	100
Purchased cooking/serving product in last 12 months	4,193	28.4%	104
Bought any kitchen appliance in last 12 months	2,809	19.1%	109
<b>Insurance (Adults)</b>			
Currently carry any life insurance	16,607	55.2%	115
Have medical/hospital/accident insurance	23,001	76.5%	107
Carry homeowner insurance	19,279	64.1%	121
Carry renter insurance	1,556	5.2%	84
Have auto/other vehicle insurance	27,062	90.0%	108
<b>Pets (Households)</b>			
HH owns any pet	9,330	63.3%	122
HH owns any cat	4,315	29.3%	121
HH owns any dog	7,231	49.0%	129
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	16,076	53.5%	107
Read any daily newspaper	12,689	42.2%	102
Heavy magazine reader	5,713	19.0%	96
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	22,990	76.5%	106
Went to family restaurant/steak house last mo: <2 times	7,851	26.1%	102
Went to family restaurant/steak house last mo: 2-4 times	8,586	28.6%	106
Went to family restaurant/steak house last mo: 5+ times	6,552	21.8%	112
Went to fast food/drive-in restaurant in last 6 mo	27,456	91.3%	103
Went to fast food/drive-in restaurant <6 times/mo	10,156	33.8%	96
Went to fast food/drive-in restaurant 6-13 times/mo	9,269	30.8%	107
Went to fast food/drive-in restaurant 14+ times/mo	8,030	26.7%	107
Fast food/drive-in last 6 mo: eat in	12,408	41.3%	110
Fast food/drive-in last 6 mo: home delivery	3,141	10.4%	100
Fast food/drive-in last 6 mo: take-out/drive-thru	17,656	58.7%	112
Fast food/drive-in last 6 mo: take-out/walk-in	7,256	24.1%	98

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 5 miles radius

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	10,623	72.0%	111
HH average monthly long distance phone bill: <\$16	4,399	29.8%	108
HH average monthly long distance phone bill: \$16-25	1,779	12.1%	106
HH average monthly long distance phone bill: \$26-59	1,416	9.6%	105
HH average monthly long distance phone bill: \$60+	695	4.7%	106
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	2,124	14.4%	73
HH owns 2 TVs	3,701	25.1%	96
HH owns 3 TVs	3,664	24.8%	111
HH owns 4+ TVs	3,901	26.5%	126
HH subscribes to cable TV	7,898	53.6%	92
HH Purchased audio equipment in last 12 months	1,418	9.6%	99
HH Purchased CD player in last 12 months	591	4.0%	104
HH Purchased DVD player in last 12 months	1,500	10.2%	105
HH Purchased MP3 player in last 12 months	3,191	10.6%	104
HH Purchased video game system in last 12 months	1,841	12.5%	116
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	17,293	57.5%	110
Took 3+ domestic trips in last 12 months	4,980	16.6%	112
Spent on domestic vacations last 12 mo: <\$1000	3,829	12.7%	101
Spent on domestic vacations last 12 mo: \$1000-\$1499	2,564	8.5%	127
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,409	4.7%	115
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,454	4.8%	117
Spent on domestic vacations last 12 mo: \$3000+	1,735	5.8%	114
Foreign travel in last 3 years	7,906	26.3%	102
Took 3+ foreign trips by plane in last 3 years	1,353	4.5%	95
Spent on foreign vacations last 12 mo: <\$1000	1,857	6.2%	103
Spent on foreign vacations last 12 mo: \$1000-\$2999	1,089	3.6%	89
Spent on foreign vacations last 12 mo: \$3000+	1,420	4.7%	96
Stayed 1+ nights at hotel/motel in last 12 months	14,035	46.7%	115

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Demographic Summary		2010	2015
Population		3,111	3,162
Population 18+		2,199	2,250
Households		1,152	1,178
Median Household Income		\$50,608	\$56,804
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	829	72.0%	97
Purchased home PC in last 12 months	149	12.9%	82
Purchased home PC 1-2 years ago	259	22.5%	100
Purchased home PC 3-4 years ago	224	19.4%	100
Purchased home PC 5+ years ago	97	8.4%	90
Spent <\$500 on home PC (most recent purchase)	103	8.9%	103
Spent \$500-999 on home PC (most recent purchase)	238	20.7%	116
Spent \$1000-1499 on home PC (most recent purchase)	124	10.7%	82
Spent \$1500-1999 on home PC (most recent purchase)	47	4.1%	57
Spent \$2000+ on home PC (most recent purchase)	61	5.3%	85
Purchased home PC at computer superstore	136	11.8%	93
Purchased home PC at department store	66	5.7%	116
Purchased home PC direct from manufacturer	129	11.2%	80
Purchased home PC at electronics store	108	9.4%	85
Purchased home PC on Internet	83	7.2%	84
Purchased home PC at warehouse discount outlet	24	2.1%	95
HH owns desktop PC	643	55.8%	97
HH owns laptop/notebook/tablet PC	284	24.6%	79
HH owns any Apple/Apple Mac clone brand PC	54	4.7%	75
HH owns any IBM/IBM compatible brand PC	775	67.2%	100
Brand of PC that HH owns: Compaq	105	9.1%	107
Brand of PC that HH owns: Dell	341	29.6%	96
Brand of PC that HH owns: Gateway	72	6.3%	94
Brand of PC that HH owns: Hewlett Packard	178	15.5%	99
Brand of PC that HH owns: Sony Vaio	23	2.0%	69
Child (under 18) uses home PC	233	20.2%	96
HH owns CD burner	410	35.5%	97
HH owns CD ROM drive	449	39.0%	100
HH owns DVD drive	258	22.3%	90
HH owns DVD-RW (DVD burner)	221	19.2%	93
HH owns external hard drive	131	11.4%	80
HH owns flash drive	210	18.3%	89
HH owns LAN/network interface card	90	7.9%	70
HH owns inkjet printer	465	40.3%	95
HH owns laser printer	121	10.5%	76
HH owns modem/fax modem	235	20.4%	98
HH owns removable cartridge storage device	37	3.2%	55
HH owns scanner	358	31.1%	109
HH owns PC speakers	462	40.1%	96
HH owns tape backup	26	2.3%	85
HH owns webcam	104	9.0%	80
HH owns software: accounting	80	7.0%	78
HH owns software: communications/fax	66	5.7%	70
HH owns software: database/filing	64	5.5%	68
HH owns software: desktop publishing	117	10.2%	84

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	86	7.5%	74
HH owns software: entertainment/games	331	28.7%	99
HH owns software: online meeting/conference	26	2.3%	79
HH owns software: personal finance/tax prep	111	9.6%	68
HH owns software: presentation graphics	64	5.6%	69
HH owns software: multimedia	129	11.2%	73
HH owns software: networking	85	7.4%	66
HH owns software: security/anti-virus	244	21.2%	75
HH owns software: spreadsheet	193	16.8%	72
HH owns software: utility	45	3.9%	55
HH owns software: web authoring	24	2.1%	60
HH owns software: word processing	306	26.6%	79
Spent \$500+ on software for home PC in last 12 mo	20	1.7%	73
Purchased computer book in last 12 months	27	2.3%	54
HH owns fax machine	52	4.5%	75
Purchased audio equipment in last 12 months	97	8.5%	87
Purchased headphones in last 12 months	41	3.6%	89
HH owns camcorder	240	20.8%	107
Purchased camcorder in last 12 months	19	1.7%	78
HH owns CD player	517	44.9%	98
Purchased CD player in last 12 months	44	3.8%	99
HH owns DVD player	734	63.7%	96
Purchased DVD player in last 12 months	119	10.3%	106
HH owns 1 TV	203	17.6%	90
HH owns 2 TVs	317	27.5%	105
HH owns 3 TVs	288	25.0%	111
HH owns 4+ TVs	230	20.0%	95
HH owns miniature screen TV (<13 in)	110	9.6%	120
Most recent TV purchase: miniature screen (<13 in)	31	2.7%	97
HH owns regular screen TV (13-26 in)	519	45.0%	104
Most recent TV purchase: regular screen (13-26 in)	266	23.1%	99
HH owns large screen TV (27-35 in)	575	49.9%	107
Most recent TV purchase: large screen (27-35 in)	388	33.6%	107
HH owns big screen TV (36-42 in)	201	17.4%	92
Most recent TV purchase: big screen (36-42 in)	158	13.7%	97
HH owns giant screen TV (over 42 in)	149	12.9%	91
Most recent TV purchase: giant screen (over 42 in)	127	11.0%	99
HH owns LCD TV	203	17.6%	92
HH owns plasma TV	96	8.4%	101
HH owns projection TV	54	4.6%	87
HH owns video game system	414	36.0%	107
Purchased video game system in last 12 months	116	10.1%	93
HH owns video game system: handheld	180	15.6%	102
HH owns video game system: attached to TV/computer	383	33.2%	112
HH owns video game system: Game Boy	82	7.1%	103
HH owns video game system: Game Boy Advance/SP	72	6.3%	95
HH owns video game system: Nintendo DS	92	8.0%	105

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ECONOMIC DEVELOPMENT

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	48	4.1%	83
HH owns video game system: Nintendo Wii	77	6.7%	99
HH owns video game system: PlayStation 2	224	19.4%	118
HH owns video game system: PlayStation 3	53	4.6%	127
HH owns video game system: Sony PlayStation/PS One	62	5.4%	133
HH owns video game system: Sony PSP	36	3.1%	107
HH owns video game system: Xbox	82	7.1%	120
HH owns video game system: Xbox 360	61	5.3%	82
HH purchased 5+ video games in last 12 months	68	5.9%	91
HH spent \$101+ on video games in last 12 months	84	7.3%	90
Owns MP3 player	475	21.6%	81
Purchased MP3 player in last 12 months	167	7.6%	75
Owns Apple iPod	134	6.1%	55
Purchased Apple iPod in last 12 months	38	1.7%	51
Have any access to the Internet	1,842	83.8%	99
Have access to Internet: at home	1,432	65.1%	92
Have access to Internet: at work	606	27.6%	74
Have access to Internet: at school/library	549	25.0%	99
Have access to Internet: not hm/work/school/library	436	19.8%	102
Use Internet less than once a week	121	5.5%	138
Use Internet 1-2 times per week	168	7.6%	139
Use Internet 3-6 times per week	232	10.6%	131
Use Internet once a day	260	11.8%	107
Use Internet 2-4 times per day	336	15.3%	87
Use Internet 5 or more times per day	384	17.5%	70
Any Internet or online usage in last 30 days	1,501	68.3%	97
Used Internet in last 30 days: at home	1,243	56.5%	91
Used Internet in last 30 days: at work	500	22.7%	72
Used Internet in last 30 days: at school/library	165	7.5%	97
Used Internet/30 days: not home/work/school/library	177	8.1%	87
Internet last 30 days: used email	1,252	56.9%	91
Internet last 30 days: used Instant Messenger	527	24.0%	95
Internet last 30 days: paid bills online	644	29.3%	89
Internet last 30 days: visited online blog	172	7.8%	82
Internet last 30 days: wrote online blog	58	2.7%	71
Internet last 30 days: visited chat room	83	3.8%	81
Internet last 30 days: looked for employment	301	13.7%	104
Internet last 30 days: played games online	551	25.1%	119
Internet last 30 days: traded/tracked investments	128	5.8%	52
Internet last 30 days: downloaded music	377	17.2%	93
Internet last 30 days: made phone call	52	2.4%	64
Internet last 30 days: made personal purchase	519	23.6%	77
Internet last 30 days: made business purchase	138	6.3%	66
Internet last 30 days: made travel plans	212	9.7%	56
Internet last 30 days: watched online video	351	16.0%	83
Internet last 30 days: obtained new/used car info	151	6.9%	78
Internet last 30 days: obtained financial info	361	16.4%	69
Internet last 30 days: obtained medical info	318	14.5%	87
Internet last 30 days: obtained latest news	662	30.1%	78
Internet last 30 days: obtained real estate info	140	6.4%	59

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ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

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Latitude: 39.23081  
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	388	17.7%	76
Ordered anything on Internet in last 12 months	615	28.0%	81
Ordered on Internet/12 mo: airline ticket	246	11.2%	67
Ordered on Internet/12 mo: CD/tape	90	4.1%	94
Ordered on Internet/12 mo: clothing	242	11.0%	76
Ordered on Internet/12 mo: computer	51	2.3%	68
Ordered on Internet/12 mo: computer peripheral	69	3.1%	72
Ordered on Internet/12 mo: DVD	86	3.9%	60
Ordered on Internet/12 mo: flowers	79	3.6%	78
Ordered on Internet/12 mo: software	87	3.9%	69
Ordered on Internet/12 mo: tickets (concerts etc.)	156	7.1%	74
Ordered on Internet/12 mo: toy	68	3.1%	62
Purchased item from amazon.com in last 12 months	236	10.7%	76
Purchased item from barnes&noble.com in last 12 mo	42	1.9%	60
Purchased item from bestbuy.com in last 12 months	34	1.5%	61
Purchased item from ebay.com in last 12 months	199	9.1%	97
Purchased item from walmart.com in last 12 months	82	3.7%	91
Spent on Internet orders last 12 months: <\$100	132	6.0%	110
Spent on Internet orders last 12 months: \$100-199	84	3.8%	71
Spent on Internet orders last 12 months: \$200-499	153	6.9%	83
Spent on Internet orders last 12 months: \$500+	212	9.6%	66
Connection to Internet from home: dial-up modem	310	14.1%	169
Connection to Internet from home: cable modem	486	22.1%	82
Connection to Internet from home: DSL	465	21.1%	86
Connection to Internet from home: wireless	187	8.5%	62
Connection to Internet from home: any broadband	1,061	48.3%	82
DVDs rented in last 30 days: 1	50	2.3%	86
DVDs rented in last 30 days: 2	114	5.2%	112
DVDs rented in last 30 days: 3	45	2.0%	64
DVDs rented in last 30 days: 4	54	2.5%	63
DVDs rented in last 30 days: 5+	271	12.3%	93
Rented video tape/DVD last month: action/adventure	406	18.5%	91
Rented video tape/DVD last month: classic	84	3.8%	73
Rented video tape/DVD last month: comedy	417	19.0%	92
Rented video tape/DVD last month: drama	244	11.1%	82
Rented video tape/DVD last month: family/children	212	9.6%	108
Rented video tape/DVD last month: foreign	27	1.2%	62
Rented video tape/DVD last month: horror	183	8.3%	112
Rented video tape/DVD last month: romance	140	6.4%	85
Rented video tape/DVD last month: science fiction	118	5.4%	101
Rented video tape/DVD last mo at Blockbuster Video	202	9.2%	76
Rented video tape/DVD last mo at Hollywood Video	50	2.3%	55
Bought video tape/DVD last month: action/adventure	177	8.1%	96
Bought video tape/DVD last month: classic	65	3.0%	109
Bought video tape/DVD last month: comedy	176	8.0%	99
Bought video tape/DVD last month: drama	74	3.4%	78
Bought video tape/DVD last month: family/children	169	7.7%	130
Bought video tape/DVD last month: horror	59	2.7%	85
Bought video tape/DVD last month: romance	64	2.9%	114

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	40	1.8%	73
Bought blank video tape in last 6 months	222	10.1%	89
Bought 7+ blank video tapes in last 6 months	63	2.9%	110
DVDs purchased in last 30 days: 1	105	4.8%	96
DVDs purchased in last 30 days: 2	87	4.0%	84
DVDs purchased in last 30 days: 3-4	129	5.9%	127
DVDs purchased in last 30 days: 5+	113	5.1%	99
Bought any camera in last 12 months	294	13.4%	104
Spent on cameras in last 12 months: <\$100	140	6.4%	144
Spent on cameras in last 12 months: \$100-199	65	2.9%	98
Spent on cameras in last 12 months: \$200+	70	3.2%	80
Own APS (point & shoot or SLR) camera	49	2.2%	81
Own digital camera	700	31.8%	97
Bought digital camera in last 12 months	109	5.0%	72
Own digital point & shoot camera	539	24.5%	99
Bought digital point & shoot camera in last 12 mo	97	4.4%	89
Own digital SLR camera	181	8.2%	89
Bought digital SLR camera in last 12 months	42	1.9%	85
Own 35mm auto focus point & shoot camera	115	5.2%	112
Own 35mm auto focus single lens reflex camera	46	2.1%	88
Own 35mm auto focus zoom camera	157	7.1%	127
Own 35mm single lens reflex camera	75	3.4%	114
Own Canon camera	297	13.5%	86
Bought Canon camera in last 12 months	42	1.9%	90
Own Fuji camera	86	3.9%	97
Own Kodak camera	407	18.5%	157
Bought Kodak camera in last 12 months	90	4.1%	138
Own Nikon camera	105	4.8%	88
Own Olympus camera	75	3.4%	75
Own Polaroid camera	89	4.0%	165
Bought any camera accessory in last 12 months	998	45.4%	106
Bought film in last 12 months	483	22.0%	115
Bought film in last 12 months: <3 rolls	222	10.1%	114
Bought film in last 12 months: 3-6 rolls	152	6.9%	110
Bought film in last 12 months: 7+ rolls	109	5.0%	117
Bought film in last 12 mo: APS (color prints)	66	3.0%	112
Bought film in last 12 mo: instant developing	63	2.9%	143
Bought film in last 12 mo: 35mm (black & white)	13	0.6%	62
Bought film in last 12 mo: 35mm (color prints)	263	12.0%	105
Bought Fuji film in last 12 months	95	4.3%	86
Bought Kodak film in last 12 months	339	15.4%	130
Bought store-brand film in last 12 months	39	1.8%	83
Purchased film in last 12 mo: department store	124	5.6%	152
Purchased film in last 12 mo: discount store	129	5.9%	123

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 1 mile radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	87	4.0%	84
Purchased film in last 12 mo: grocery store	44	2.0%	93
Purchased film in last 12 mo: 1 hour service store	64	2.9%	114
Had film processed at discount store	76	3.5%	104
Had film processed at drug store	90	4.1%	96
Had film processed at 1 hour service store	84	3.8%	132
Bought memory card for camera in last 12 months	117	5.3%	69
Own memory card for camera	557	25.3%	102

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Demographic Summary		2010	2015
Population		14,178	14,886
Population 18+		10,365	10,937
Households		5,165	5,452
Median Household Income		\$54,512	\$59,533
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	3,741	72.4%	98
Purchased home PC in last 12 months	708	13.7%	87
Purchased home PC 1-2 years ago	1,138	22.0%	98
Purchased home PC 3-4 years ago	1,024	19.8%	102
Purchased home PC 5+ years ago	468	9.1%	97
Spent <\$500 on home PC (most recent purchase)	448	8.7%	100
Spent \$500-999 on home PC (most recent purchase)	1,038	20.1%	113
Spent \$1000-1499 on home PC (most recent purchase)	608	11.8%	90
Spent \$1500-1999 on home PC (most recent purchase)	280	5.4%	76
Spent \$2000+ on home PC (most recent purchase)	266	5.2%	83
Purchased home PC at computer superstore	588	11.4%	89
Purchased home PC at department store	290	5.6%	114
Purchased home PC direct from manufacturer	662	12.8%	92
Purchased home PC at electronics store	532	10.3%	93
Purchased home PC on Internet	365	7.1%	82
Purchased home PC at warehouse discount outlet	114	2.2%	101
HH owns desktop PC	3,002	58.1%	101
HH owns laptop/notebook/tablet PC	1,268	24.5%	79
HH owns any Apple/Mac clone brand PC	219	4.2%	68
HH owns any IBM/IBM compatible brand PC	3,480	67.4%	100
Brand of PC that HH owns: Compaq	482	9.3%	110
Brand of PC that HH owns: Dell	1,547	30.0%	97
Brand of PC that HH owns: Gateway	315	6.1%	92
Brand of PC that HH owns: Hewlett Packard	808	15.7%	101
Brand of PC that HH owns: Sony Vaio	106	2.1%	71
Child (under 18) uses home PC	1,120	21.7%	103
HH owns CD burner	1,892	36.6%	99
HH owns CD ROM drive	2,048	39.6%	101
HH owns DVD drive	1,199	23.2%	93
HH owns DVD-RW (DVD burner)	1,001	19.4%	94
HH owns external hard drive	639	12.4%	87
HH owns flash drive	962	18.6%	91
HH owns LAN/network interface card	447	8.7%	78
HH owns inkjet printer	2,212	42.8%	100
HH owns laser printer	594	11.5%	84
HH owns modem/fax modem	1,079	20.9%	100
HH owns removable cartridge storage device	229	4.4%	76
HH owns scanner	1,626	31.5%	111
HH owns PC speakers	2,131	41.3%	99
HH owns tape backup	123	2.4%	89
HH owns webcam	471	9.1%	80
HH owns software: accounting	413	8.0%	90
HH owns software: communications/fax	333	6.4%	79
HH owns software: database/filing	332	6.4%	79
HH owns software: desktop publishing	585	11.3%	93

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	426	8.2%	82
HH owns software: entertainment/games	1,521	29.5%	102
HH owns software: online meeting/conference	113	2.2%	76
HH owns software: personal finance/tax prep	587	11.4%	80
HH owns software: presentation graphics	310	6.0%	75
HH owns software: multimedia	642	12.4%	81
HH owns software: networking	437	8.5%	75
HH owns software: security/anti-virus	1,237	23.9%	85
HH owns software: spreadsheet	973	18.8%	81
HH owns software: utility	248	4.8%	68
HH owns software: web authoring	120	2.3%	67
HH owns software: word processing	1,493	28.9%	86
Spent \$500+ on software for home PC in last 12 mo	87	1.7%	70
Purchased computer book in last 12 months	142	2.8%	64
HH owns fax machine	260	5.0%	84
Purchased audio equipment in last 12 months	453	8.8%	90
Purchased headphones in last 12 months	176	3.4%	86
HH owns camcorder	1,086	21.0%	108
Purchased camcorder in last 12 months	94	1.8%	86
HH owns CD player	2,377	46.0%	100
Purchased CD player in last 12 months	201	3.9%	101
HH owns DVD player	3,363	65.1%	98
Purchased DVD player in last 12 months	514	10.0%	103
HH owns 1 TV	895	17.3%	88
HH owns 2 TVs	1,368	26.5%	101
HH owns 3 TVs	1,255	24.3%	108
HH owns 4+ TVs	1,119	21.7%	103
HH owns miniature screen TV (<13 in)	473	9.2%	116
Most recent TV purchase: miniature screen (<13 in)	135	2.6%	94
HH owns regular screen TV (13-26 in)	2,373	45.9%	106
Most recent TV purchase: regular screen (13-26 in)	1,228	23.8%	102
HH owns large screen TV (27-35 in)	2,530	49.0%	105
Most recent TV purchase: large screen (27-35 in)	1,690	32.7%	104
HH owns big screen TV (36-42 in)	925	17.9%	95
Most recent TV purchase: big screen (36-42 in)	723	14.0%	99
HH owns giant screen TV (over 42 in)	707	13.7%	96
Most recent TV purchase: giant screen (over 42 in)	572	11.1%	99
HH owns LCD TV	894	17.3%	90
HH owns plasma TV	418	8.1%	98
HH owns projection TV	270	5.2%	97
HH owns video game system	1,805	34.9%	104
Purchased video game system in last 12 months	523	10.1%	94
HH owns video game system: handheld	796	15.4%	100
HH owns video game system: attached to TV/computer	1,636	31.7%	107
HH owns video game system: Game Boy	372	7.2%	105
HH owns video game system: Game Boy Advance/SP	335	6.5%	98
HH owns video game system: Nintendo DS	393	7.6%	100

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	223	4.3%	86
HH owns video game system: Nintendo Wii	332	6.4%	95
HH owns video game system: PlayStation 2	957	18.5%	112
HH owns video game system: PlayStation 3	201	3.9%	108
HH owns video game system: Sony PlayStation/PS One	253	4.9%	121
HH owns video game system: Sony PSP	142	2.7%	94
HH owns video game system: Xbox	346	6.7%	113
HH owns video game system: Xbox 360	265	5.1%	79
HH purchased 5+ video games in last 12 months	300	5.8%	89
HH spent \$101+ on video games in last 12 months	377	7.3%	90
Owns MP3 player	2,200	21.2%	79
Purchased MP3 player in last 12 months	807	7.8%	76
Owns Apple iPod	672	6.5%	58
Purchased Apple iPod in last 12 months	202	1.9%	58
Have any access to the Internet	8,642	83.4%	99
Have access to Internet: at home	6,959	67.1%	95
Have access to Internet: at work	3,229	31.2%	83
Have access to Internet: at school/library	2,440	23.5%	93
Have access to Internet: not hm/work/school/library	1,966	19.0%	98
Use Internet less than once a week	562	5.4%	136
Use Internet 1-2 times per week	739	7.1%	129
Use Internet 3-6 times per week	980	9.5%	118
Use Internet once a day	1,225	11.8%	107
Use Internet 2-4 times per day	1,585	15.3%	87
Use Internet 5 or more times per day	1,999	19.3%	77
Any Internet or online usage in last 30 days	7,091	68.4%	97
Used Internet in last 30 days: at home	6,024	58.1%	94
Used Internet in last 30 days: at work	2,688	25.9%	82
Used Internet in last 30 days: at school/library	641	6.2%	80
Used Internet/30 days: not home/work/school/library	813	7.8%	85
Internet last 30 days: used email	5,985	57.7%	93
Internet last 30 days: used Instant Messenger	2,306	22.3%	88
Internet last 30 days: paid bills online	2,986	28.8%	88
Internet last 30 days: visited online blog	760	7.3%	77
Internet last 30 days: wrote online blog	251	2.4%	66
Internet last 30 days: visited chat room	402	3.9%	83
Internet last 30 days: looked for employment	1,301	12.6%	96
Internet last 30 days: played games online	2,330	22.5%	107
Internet last 30 days: traded/tracked investments	749	7.2%	65
Internet last 30 days: downloaded music	1,622	15.6%	85
Internet last 30 days: made phone call	223	2.2%	58
Internet last 30 days: made personal purchase	2,587	25.0%	81
Internet last 30 days: made business purchase	736	7.1%	74
Internet last 30 days: made travel plans	1,203	11.6%	67
Internet last 30 days: watched online video	1,611	15.5%	81
Internet last 30 days: obtained new/used car info	750	7.2%	82
Internet last 30 days: obtained financial info	1,906	18.4%	77
Internet last 30 days: obtained medical info	1,530	14.8%	88
Internet last 30 days: obtained latest news	3,385	32.7%	85
Internet last 30 days: obtained real estate info	785	7.6%	70

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	1,962	18.9%	82
Ordered anything on Internet in last 12 months	3,170	30.6%	88
Ordered on Internet/12 mo: airline ticket	1,190	11.5%	69
Ordered on Internet/12 mo: CD/tape	406	3.9%	89
Ordered on Internet/12 mo: clothing	1,267	12.2%	84
Ordered on Internet/12 mo: computer	250	2.4%	70
Ordered on Internet/12 mo: computer peripheral	331	3.2%	74
Ordered on Internet/12 mo: DVD	470	4.5%	69
Ordered on Internet/12 mo: flowers	341	3.3%	71
Ordered on Internet/12 mo: software	478	4.6%	81
Ordered on Internet/12 mo: tickets (concerts etc.)	758	7.3%	76
Ordered on Internet/12 mo: toy	376	3.6%	73
Purchased item from amazon.com in last 12 months	1,125	10.9%	77
Purchased item from barnes&noble.com in last 12 mo	215	2.1%	65
Purchased item from bestbuy.com in last 12 months	173	1.7%	66
Purchased item from ebay.com in last 12 months	982	9.5%	102
Purchased item from walmart.com in last 12 months	411	4.0%	97
Spent on Internet orders last 12 months: <\$100	626	6.0%	111
Spent on Internet orders last 12 months: \$100-199	477	4.6%	85
Spent on Internet orders last 12 months: \$200-499	822	7.9%	95
Spent on Internet orders last 12 months: \$500+	1,098	10.6%	73
Connection to Internet from home: dial-up modem	1,474	14.2%	171
Connection to Internet from home: cable modem	2,215	21.4%	79
Connection to Internet from home: DSL	2,386	23.0%	94
Connection to Internet from home: wireless	965	9.3%	68
Connection to Internet from home: any broadband	5,174	49.9%	85
DVDs rented in last 30 days: 1	242	2.3%	88
DVDs rented in last 30 days: 2	516	5.0%	108
DVDs rented in last 30 days: 3	245	2.4%	74
DVDs rented in last 30 days: 4	314	3.0%	78
DVDs rented in last 30 days: 5+	1,259	12.2%	92
Rented video tape/DVD last month: action/adventure	1,982	19.1%	95
Rented video tape/DVD last month: classic	403	3.9%	75
Rented video tape/DVD last month: comedy	2,013	19.4%	94
Rented video tape/DVD last month: drama	1,187	11.5%	84
Rented video tape/DVD last month: family/children	994	9.6%	108
Rented video tape/DVD last month: foreign	122	1.2%	60
Rented video tape/DVD last month: horror	783	7.6%	102
Rented video tape/DVD last month: romance	674	6.5%	87
Rented video tape/DVD last month: science fiction	538	5.2%	98
Rented video tape/DVD last mo at Blockbuster Video	972	9.4%	78
Rented video tape/DVD last mo at Hollywood Video	246	2.4%	57
Bought video tape/DVD last month: action/adventure	813	7.8%	94
Bought video tape/DVD last month: classic	300	2.9%	106
Bought video tape/DVD last month: comedy	828	8.0%	99
Bought video tape/DVD last month: drama	380	3.7%	85
Bought video tape/DVD last month: family/children	744	7.2%	122
Bought video tape/DVD last month: horror	272	2.6%	84
Bought video tape/DVD last month: romance	287	2.8%	109

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	180	1.7%	70
Bought blank video tape in last 6 months	1,148	11.1%	98
Bought 7+ blank video tapes in last 6 months	318	3.1%	118
DVDs purchased in last 30 days: 1	510	4.9%	99
DVDs purchased in last 30 days: 2	459	4.4%	93
DVDs purchased in last 30 days: 3-4	524	5.1%	109
DVDs purchased in last 30 days: 5+	521	5.0%	97
Bought any camera in last 12 months	1,342	12.9%	101
Spent on cameras in last 12 months: <\$100	598	5.8%	130
Spent on cameras in last 12 months: \$100-199	304	2.9%	97
Spent on cameras in last 12 months: \$200+	332	3.2%	81
Own APS (point & shoot or SLR) camera	232	2.2%	81
Own digital camera	3,473	33.5%	102
Bought digital camera in last 12 months	577	5.6%	81
Own digital point & shoot camera	2,667	25.7%	104
Bought digital point & shoot camera in last 12 mo	454	4.4%	89
Own digital SLR camera	909	8.8%	95
Bought digital SLR camera in last 12 months	208	2.0%	89
Own 35mm auto focus point & shoot camera	564	5.4%	116
Own 35mm auto focus single lens reflex camera	224	2.2%	91
Own 35mm auto focus zoom camera	779	7.5%	134
Own 35mm single lens reflex camera	336	3.2%	108
Own Canon camera	1,505	14.5%	92
Bought Canon camera in last 12 months	199	1.9%	90
Own Fuji camera	425	4.1%	101
Own Kodak camera	1,737	16.8%	142
Bought Kodak camera in last 12 months	362	3.5%	118
Own Nikon camera	509	4.9%	91
Own Olympus camera	411	4.0%	87
Own Polaroid camera	360	3.5%	141
Bought any camera accessory in last 12 months	4,800	46.3%	108
Bought film in last 12 months	2,233	21.5%	113
Bought film in last 12 months: <3 rolls	1,023	9.9%	111
Bought film in last 12 months: 3-6 rolls	719	6.9%	111
Bought film in last 12 months: 7+ rolls	492	4.7%	112
Bought film in last 12 mo: APS (color prints)	271	2.6%	98
Bought film in last 12 mo: instant developing	256	2.5%	124
Bought film in last 12 mo: 35mm (black & white)	62	0.6%	63
Bought film in last 12 mo: 35mm (color prints)	1,304	12.6%	110
Bought Fuji film in last 12 months	547	5.3%	105
Bought Kodak film in last 12 months	1,478	14.3%	120
Bought store-brand film in last 12 months	210	2.0%	95
Purchased film in last 12 mo: department store	531	5.1%	138
Purchased film in last 12 mo: discount store	654	6.3%	132

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 3 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	390	3.8%	80
Purchased film in last 12 mo: grocery store	211	2.0%	95
Purchased film in last 12 mo: 1 hour service store	274	2.6%	104
Had film processed at discount store	414	4.0%	121
Had film processed at drug store	400	3.9%	90
Had film processed at 1 hour service store	354	3.4%	118
Bought memory card for camera in last 12 months	658	6.3%	83
Own memory card for camera	2,765	26.7%	108

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Demographic Summary		2010	2015
Population		41,787	44,368
Population 18+		30,071	31,950
Households		14,745	15,727
Median Household Income		\$68,347	\$76,434
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	11,971	81.2%	110
Purchased home PC in last 12 months	2,461	16.7%	106
Purchased home PC 1-2 years ago	3,688	25.0%	111
Purchased home PC 3-4 years ago	3,352	22.7%	117
Purchased home PC 5+ years ago	1,527	10.4%	111
Spent <\$500 on home PC (most recent purchase)	1,265	8.6%	99
Spent \$500-999 on home PC (most recent purchase)	3,049	20.7%	116
Spent \$1000-1499 on home PC (most recent purchase)	2,187	14.8%	114
Spent \$1500-1999 on home PC (most recent purchase)	1,119	7.6%	107
Spent \$2000+ on home PC (most recent purchase)	1,005	6.8%	110
Purchased home PC at computer superstore	2,111	14.3%	112
Purchased home PC at department store	713	4.8%	98
Purchased home PC direct from manufacturer	2,363	16.0%	115
Purchased home PC at electronics store	1,833	12.4%	113
Purchased home PC on Internet	1,325	9.0%	105
Purchased home PC at warehouse discount outlet	342	2.3%	106
HH owns desktop PC	9,663	65.5%	114
HH owns laptop/notebook/tablet PC	4,879	33.1%	106
HH owns any Apple/Apple Mac clone brand PC	820	5.6%	89
HH owns any IBM/IBM compatible brand PC	11,109	75.3%	112
Brand of PC that HH owns: Compaq	1,433	9.7%	115
Brand of PC that HH owns: Dell	5,138	34.8%	113
Brand of PC that HH owns: Gateway	1,059	7.2%	108
Brand of PC that HH owns: Hewlett Packard	2,679	18.2%	117
Brand of PC that HH owns: Sony Vaio	404	2.7%	94
Child (under 18) uses home PC	3,938	26.7%	126
HH owns CD burner	6,260	42.5%	115
HH owns CD ROM drive	6,559	44.5%	114
HH owns DVD drive	4,121	28.0%	112
HH owns DVD-RW (DVD burner)	3,447	23.4%	114
HH owns external hard drive	2,367	16.1%	113
HH owns flash drive	3,556	24.1%	117
HH owns LAN/network interface card	1,885	12.8%	115
HH owns inkjet printer	7,204	48.9%	115
HH owns laser printer	2,329	15.8%	115
HH owns modem/fax modem	3,557	24.1%	116
HH owns removable cartridge storage device	879	6.0%	103
HH owns scanner	5,161	35.0%	123
HH owns PC speakers	7,055	47.8%	115
HH owns tape backup	423	2.9%	108
HH owns webcam	1,744	11.8%	104
HH owns software: accounting	1,589	10.8%	121
HH owns software: communications/fax	1,360	9.2%	113
HH owns software: database/filing	1,304	8.8%	108
HH owns software: desktop publishing	2,125	14.4%	119

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	1,578	10.7%	107
HH owns software: entertainment/games	4,891	33.2%	114
HH owns software: online meeting/conference	426	2.9%	101
HH owns software: personal finance/tax prep	2,587	17.5%	124
HH owns software: presentation graphics	1,308	8.9%	111
HH owns software: multimedia	2,475	16.8%	110
HH owns software: networking	1,753	11.9%	106
HH owns software: security/anti-virus	4,706	31.9%	114
HH owns software: spreadsheet	3,965	26.9%	116
HH owns software: utility	1,078	7.3%	103
HH owns software: web authoring	495	3.4%	97
HH owns software: word processing	5,591	37.9%	113
Spent \$500+ on software for home PC in last 12 mo	336	2.3%	95
Purchased computer book in last 12 months	599	4.1%	94
HH owns fax machine	1,002	6.8%	113
Purchased audio equipment in last 12 months	1,418	9.6%	99
Purchased headphones in last 12 months	537	3.6%	91
HH owns camcorder	3,706	25.1%	129
Purchased camcorder in last 12 months	312	2.1%	100
HH owns CD player	7,488	50.8%	110
Purchased CD player in last 12 months	591	4.0%	104
HH owns DVD player	10,452	70.9%	107
Purchased DVD player in last 12 months	1,500	10.2%	105
HH owns 1 TV	2,124	14.4%	73
HH owns 2 TVs	3,701	25.1%	96
HH owns 3 TVs	3,664	24.9%	111
HH owns 4+ TVs	3,901	26.5%	126
HH owns miniature screen TV (<13 in)	1,360	9.2%	116
Most recent TV purchase: miniature screen (<13 in)	379	2.6%	93
HH owns regular screen TV (13-26 in)	6,765	45.9%	106
Most recent TV purchase: regular screen (13-26 in)	3,199	21.7%	93
HH owns large screen TV (27-35 in)	7,428	50.4%	108
Most recent TV purchase: large screen (27-35 in)	4,625	31.4%	99
HH owns big screen TV (36-42 in)	3,197	21.7%	115
Most recent TV purchase: big screen (36-42 in)	2,370	16.1%	114
HH owns giant screen TV (over 42 in)	2,644	17.9%	126
Most recent TV purchase: giant screen (over 42 in)	2,060	14.0%	125
HH owns LCD TV	3,185	21.6%	113
HH owns plasma TV	1,378	9.3%	113
HH owns projection TV	989	6.7%	124
HH owns video game system	5,666	38.4%	115
Purchased video game system in last 12 months	1,841	12.5%	116
HH owns video game system: handheld	2,670	18.1%	118
HH owns video game system: attached to TV/computer	5,061	34.3%	116
HH owns video game system: Game Boy	1,214	8.2%	120
HH owns video game system: Game Boy Advance/SP	1,180	8.0%	121
HH owns video game system: Nintendo DS	1,388	9.4%	124

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	789	5.4%	107
HH owns video game system: Nintendo Wii	1,263	8.6%	127
HH owns video game system: PlayStation 2	2,791	18.9%	115
HH owns video game system: PlayStation 3	598	4.1%	112
HH owns video game system: Sony PlayStation/PS One	703	4.8%	118
HH owns video game system: Sony PSP	432	2.9%	100
HH owns video game system: Xbox	994	6.7%	113
HH owns video game system: Xbox 360	1,036	7.0%	109
HH purchased 5+ video games in last 12 months	998	6.8%	104
HH spent \$101+ on video games in last 12 months	1,314	8.9%	110
Owns MP3 player	8,467	28.2%	105
Purchased MP3 player in last 12 months	3,191	10.6%	104
Owns Apple iPod	3,297	11.0%	99
Purchased Apple iPod in last 12 months	973	3.2%	96
Have any access to the Internet	26,803	89.1%	105
Have access to Internet: at home	23,533	78.3%	111
Have access to Internet: at work	12,690	42.2%	113
Have access to Internet: at school/library	7,540	25.1%	99
Have access to Internet: not hm/work/school/library	6,081	20.2%	104
Use Internet less than once a week	1,194	4.0%	100
Use Internet 1-2 times per week	1,698	5.6%	102
Use Internet 3-6 times per week	2,572	8.6%	106
Use Internet once a day	3,661	12.2%	110
Use Internet 2-4 times per day	5,731	19.1%	108
Use Internet 5 or more times per day	8,362	27.8%	111
Any Internet or online usage in last 30 days	23,219	77.2%	109
Used Internet in last 30 days: at home	20,996	69.8%	112
Used Internet in last 30 days: at work	11,089	36.9%	116
Used Internet in last 30 days: at school/library	1,854	6.2%	80
Used Internet/30 days: not home/work/school/library	2,715	9.0%	98
Internet last 30 days: used email	20,734	69.0%	111
Internet last 30 days: used Instant Messenger	7,697	25.6%	101
Internet last 30 days: paid bills online	11,230	37.3%	114
Internet last 30 days: visited online blog	2,859	9.5%	99
Internet last 30 days: wrote online blog	932	3.1%	84
Internet last 30 days: visited chat room	1,264	4.2%	90
Internet last 30 days: looked for employment	4,014	13.3%	102
Internet last 30 days: played games online	6,614	22.0%	105
Internet last 30 days: traded/tracked investments	3,919	13.0%	117
Internet last 30 days: downloaded music	5,650	18.8%	102
Internet last 30 days: made phone call	1,071	3.6%	97
Internet last 30 days: made personal purchase	10,386	34.5%	112
Internet last 30 days: made business purchase	3,299	11.0%	115
Internet last 30 days: made travel plans	5,786	19.2%	111
Internet last 30 days: watched online video	5,977	19.9%	104
Internet last 30 days: obtained new/used car info	2,975	9.9%	112
Internet last 30 days: obtained financial info	8,138	27.1%	113
Internet last 30 days: obtained medical info	5,418	18.0%	108
Internet last 30 days: obtained latest news	12,981	43.2%	112
Internet last 30 days: obtained real estate info	3,488	11.6%	108

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	7,947	26.4%	114
Ordered anything on Internet in last 12 months	12,258	40.8%	118
Ordered on Internet/12 mo: airline ticket	5,771	19.2%	115
Ordered on Internet/12 mo: CD/tape	1,524	5.1%	116
Ordered on Internet/12 mo: clothing	5,082	16.9%	116
Ordered on Internet/12 mo: computer	1,067	3.5%	104
Ordered on Internet/12 mo: computer peripheral	1,463	4.9%	112
Ordered on Internet/12 mo: DVD	2,109	7.0%	107
Ordered on Internet/12 mo: flowers	1,585	5.3%	114
Ordered on Internet/12 mo: software	1,953	6.5%	114
Ordered on Internet/12 mo: tickets (concerts etc.)	3,377	11.2%	117
Ordered on Internet/12 mo: toy	1,725	5.7%	115
Purchased item from amazon.com in last 12 months	4,734	15.7%	112
Purchased item from barnes&noble.com in last 12 mo	1,057	3.5%	110
Purchased item from bestbuy.com in last 12 months	788	2.6%	104
Purchased item from ebay.com in last 12 months	3,370	11.2%	121
Purchased item from walmart.com in last 12 months	1,387	4.6%	113
Spent on Internet orders last 12 months: <\$100	1,866	6.2%	114
Spent on Internet orders last 12 months: \$100-199	1,769	5.9%	109
Spent on Internet orders last 12 months: \$200-499	2,957	9.8%	117
Spent on Internet orders last 12 months: \$500+	5,072	16.9%	116
Connection to Internet from home: dial-up modem	3,071	10.2%	123
Connection to Internet from home: cable modem	8,683	28.9%	107
Connection to Internet from home: DSL	8,578	28.5%	116
Connection to Internet from home: wireless	4,401	14.6%	106
Connection to Internet from home: any broadband	19,531	65.0%	110
DVDs rented in last 30 days: 1	821	2.7%	103
DVDs rented in last 30 days: 2	1,614	5.4%	116
DVDs rented in last 30 days: 3	982	3.3%	102
DVDs rented in last 30 days: 4	1,159	3.9%	100
DVDs rented in last 30 days: 5+	4,377	14.6%	110
Rented video tape/DVD last month: action/adventure	6,758	22.5%	111
Rented video tape/DVD last month: classic	1,453	4.8%	93
Rented video tape/DVD last month: comedy	6,834	22.7%	110
Rented video tape/DVD last month: drama	4,271	14.2%	104
Rented video tape/DVD last month: family/children	3,240	10.8%	121
Rented video tape/DVD last month: foreign	519	1.7%	87
Rented video tape/DVD last month: horror	2,156	7.2%	97
Rented video tape/DVD last month: romance	2,312	7.7%	102
Rented video tape/DVD last month: science fiction	1,634	5.4%	102
Rented video tape/DVD last mo at Blockbuster Video	4,049	13.5%	111
Rented video tape/DVD last mo at Hollywood Video	1,093	3.6%	88
Bought video tape/DVD last month: action/adventure	2,421	8.1%	96
Bought video tape/DVD last month: classic	737	2.5%	90
Bought video tape/DVD last month: comedy	2,502	8.3%	103
Bought video tape/DVD last month: drama	1,252	4.2%	96
Bought video tape/DVD last month: family/children	2,107	7.0%	119
Bought video tape/DVD last month: horror	684	2.3%	72
Bought video tape/DVD last month: romance	778	2.6%	102

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

SR 28 / SR 48  
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Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	654	2.2%	87
Bought blank video tape in last 6 months	3,408	11.3%	100
Bought 7+ blank video tapes in last 6 months	815	2.7%	104
DVDs purchased in last 30 days: 1	1,704	5.7%	114
DVDs purchased in last 30 days: 2	1,582	5.3%	111
DVDs purchased in last 30 days: 3-4	1,395	4.6%	100
DVDs purchased in last 30 days: 5+	1,438	4.8%	92
Bought any camera in last 12 months	4,178	13.9%	108
Spent on cameras in last 12 months: <\$100	1,329	4.4%	100
Spent on cameras in last 12 months: \$100-199	990	3.3%	109
Spent on cameras in last 12 months: \$200+	1,411	4.7%	118
Own APS (point & shoot or SLR) camera	879	2.9%	106
Own digital camera	11,932	39.7%	120
Bought digital camera in last 12 months	2,312	7.7%	112
Own digital point & shoot camera	9,173	30.5%	123
Bought digital point & shoot camera in last 12 mo	1,711	5.7%	115
Own digital SLR camera	3,144	10.5%	113
Bought digital SLR camera in last 12 months	701	2.3%	104
Own 35mm auto focus point & shoot camera	1,706	5.7%	121
Own 35mm auto focus single lens reflex camera	753	2.5%	105
Own 35mm auto focus zoom camera	2,062	6.9%	122
Own 35mm single lens reflex camera	1,037	3.4%	115
Own Canon camera	5,486	18.2%	116
Bought Canon camera in last 12 months	764	2.5%	119
Own Fuji camera	1,247	4.1%	102
Own Kodak camera	4,232	14.1%	119
Bought Kodak camera in last 12 months	850	2.8%	95
Own Nikon camera	1,954	6.5%	120
Own Olympus camera	1,636	5.4%	120
Own Polaroid camera	755	2.5%	102
Bought any camera accessory in last 12 months	14,918	49.6%	116
Bought film in last 12 months	6,084	20.2%	106
Bought film in last 12 months: <3 rolls	2,776	9.2%	104
Bought film in last 12 months: 3-6 rolls	1,974	6.6%	105
Bought film in last 12 months: 7+ rolls	1,334	4.4%	105
Bought film in last 12 mo: APS (color prints)	786	2.6%	98
Bought film in last 12 mo: instant developing	595	2.0%	99
Bought film in last 12 mo: 35mm (black & white)	207	0.7%	72
Bought film in last 12 mo: 35mm (color prints)	3,679	12.2%	107
Bought Fuji film in last 12 months	1,552	5.2%	102
Bought Kodak film in last 12 months	3,881	12.9%	109
Bought store-brand film in last 12 months	626	2.1%	98
Purchased film in last 12 mo: department store	1,074	3.6%	96
Purchased film in last 12 mo: discount store	1,727	5.7%	120

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 5 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	1,249	4.2%	88
Purchased film in last 12 mo: grocery store	646	2.1%	100
Purchased film in last 12 mo: 1 hour service store	705	2.3%	92
Had film processed at discount store	1,136	3.8%	114
Had film processed at drug store	1,239	4.1%	97
Had film processed at 1 hour service store	913	3.0%	105
Bought memory card for camera in last 12 months	2,504	8.3%	109
Own memory card for camera	9,206	30.6%	124

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Demographic Summary		2010	2015
Population		3,111	3,162
Population 18+		2,199	2,250
Households		1,152	1,178
Median Household Income		\$50,608	\$56,804
Product/Consumer Behavior		Expected Number of Adults	Percent MPI
Bank/financial institution: use full service bank		1,045	47.5% 96
Bank/financial institution: use savings & loan		241	11.0% 105
Bank/financial institution: use credit union		484	22.0% 97
Bank/financial institution: use fed savings bank		47	2.1% 93
Bank/financial institution: use mutual funds co		51	2.3% 71
Bank/financial institution: use Internet Bank		84	3.8% 88
Used ATM/cash machine in last 12 months		1,049	47.7% 94
Banked in person in last 12 months		1,124	51.1% 99
Banked by mail in last 12 months		112	5.1% 95
Banked by phone in last 12 months		352	16.0% 107
Did banking over the Internet in last 12 months		505	23.0% 84
Used direct deposit of paycheck in last 12 months		869	39.5% 102
Have interest checking account		666	30.3% 94
Have non-interest checking account		575	26.1% 98
Have money market account		208	9.5% 77
Have savings account		772	35.1% 97
Have 401K retirement savings		359	16.3% 92
Have IRA retirement savings		238	10.8% 72
Have auto loan for new car		247	11.2% 97
Have personal loan for education only		109	5.0% 122
Have personal loan-not for education		83	3.8% 150
Have home mortgage (1st)		389	17.7% 92
Have 2nd mortgage (equity loan)		113	5.1% 82
Have home equity line of credit		113	5.1% 86
Have personal line of credit		101	4.6% 101
Have overdraft protection		273	12.4% 93
Own any securities investment		426	19.4% 78
Own annuities		59	2.7% 88
Own certificate of deposit (6 months or less)		68	3.1% 88
Own certificate of deposit (more than 6 months)		112	5.1% 91
Own common/preferred stock in company you work for		50	2.3% 75
Own common stock in company you don't work for		98	4.5% 71
Own insured money market account (bank)		36	1.6% 79
Own shares in money market fund		130	5.9% 89
Own shares in mutual fund (bonds)		90	4.1% 69
Own shares in mutual fund (stock)		126	5.7% 61
Own any stock		127	5.8% 63
Own stock with market value <\$10000		51	2.3% 75
Own stock with market value \$10000-49999		43	2.0% 78
Own stock with market value \$50000+		40	1.8% 73

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 1 mile radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number of		Percent	MPI
	Adults			
Own U.S. savings bond	122		5.5%	81
Used financial planning counsel in last 12 months	108		4.9%	63
Used full service brokerage firm in last 12 months	75		3.4%	55
Own any credit/debit card (in own name)	1,523		69.3%	94
Own American Express card (in own name)	140		6.4%	51
Own Discover card (in own name)	199		9.1%	81
Own MasterCard (in own name)	688		31.3%	91
Own Visa (in own name)	990		45.0%	92
Own any department store credit card (in own name)	595		27.1%	87
Avg monthly credit card expenditures: <\$111	319		14.5%	105
Avg monthly credit card expenditures: \$111-225	133		6.0%	78
Avg monthly credit card expenditures: \$226-450	128		5.8%	78
Avg monthly credit card expenditures: \$451-700	111		5.0%	79
Avg monthly credit card expenditures: \$701+	176		8.0%	60

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March 27, 2012



## Financial Investments Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Demographic Summary		2010	2015
Population		14,178	14,886
Population 18+		10,365	10,937
Households		5,165	5,452
Median Household Income		\$54,512	\$59,533
Product/Consumer Behavior		Expected Number of Adults	Percent MPI
Bank/financial institution: use full service bank		5,249	50.6% 103
Bank/financial institution: use savings & loan		1,113	10.7% 103
Bank/financial institution: use credit union		2,422	23.4% 103
Bank/financial institution: use fed savings bank		205	2.0% 86
Bank/financial institution: use mutual funds co		292	2.8% 86
Bank/financial institution: use Internet Bank		353	3.4% 79
Used ATM/cash machine in last 12 months		4,964	47.9% 94
Banked in person in last 12 months		5,490	53.0% 102
Banked by mail in last 12 months		511	4.9% 92
Banked by phone in last 12 months		1,634	15.8% 105
Did banking over the Internet in last 12 months		2,493	24.1% 88
Used direct deposit of paycheck in last 12 months		4,172	40.3% 104
Have interest checking account		3,328	32.1% 100
Have non-interest checking account		2,858	27.6% 104
Have money market account		1,008	9.7% 79
Have savings account		3,821	36.9% 101
Have 401K retirement savings		1,855	17.9% 101
Have IRA retirement savings		1,392	13.4% 89
Have auto loan for new car		1,226	11.8% 103
Have personal loan for education only		464	4.5% 110
Have personal loan-not for education		385	3.7% 148
Have home mortgage (1st)		2,050	19.8% 103
Have 2nd mortgage (equity loan)		627	6.0% 96
Have home equity line of credit		632	6.1% 102
Have personal line of credit		464	4.5% 99
Have overdraft protection		1,383	13.3% 100
Own any securities investment		2,333	22.5% 90
Own annuities		274	2.6% 87
Own certificate of deposit (6 months or less)		315	3.0% 86
Own certificate of deposit (more than 6 months)		539	5.2% 93
Own common/preferred stock in company you work for		261	2.5% 84
Own common stock in company you don't work for		536	5.2% 82
Own insured money market account (bank)		177	1.7% 83
Own shares in money market fund		663	6.4% 96
Own shares in mutual fund (bonds)		493	4.8% 80
Own shares in mutual fund (stock)		756	7.3% 78
Own any stock		737	7.1% 77
Own stock with market value <\$10000		274	2.6% 85
Own stock with market value \$10000-49999		230	2.2% 89
Own stock with market value \$50000+		203	2.0% 78

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 3 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number of		Percent	MPI
	Adults			
Own U.S. savings bond	689		6.6%	97
Used financial planning counsel in last 12 months	637		6.1%	78
Used full service brokerage firm in last 12 months	467		4.5%	73
Own any credit/debit card (in own name)	7,418		71.6%	97
Own American Express card (in own name)	736		7.1%	57
Own Discover card (in own name)	1,096		10.6%	95
Own MasterCard (in own name)	3,422		33.0%	96
Own Visa (in own name)	4,867		47.0%	96
Own any department store credit card (in own name)	3,022		29.2%	94
Avg monthly credit card expenditures: <\$111	1,569		15.1%	109
Avg monthly credit card expenditures: \$111-225	708		6.8%	88
Avg monthly credit card expenditures: \$226-450	697		6.7%	90
Avg monthly credit card expenditures: \$451-700	564		5.4%	85
Avg monthly credit card expenditures: \$701+	928		9.0%	67

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March 27, 2012



## Financial Investments Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Demographic Summary		2010	2015	
Population		41,787	44,368	
Population 18+		30,071	31,950	
Households		14,745	15,727	
Median Household Income		\$68,347	\$76,434	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		16,370	54.4%	110
Bank/financial institution: use savings & loan		3,267	10.9%	104
Bank/financial institution: use credit union		8,052	26.8%	118
Bank/financial institution: use fed savings bank		687	2.3%	99
Bank/financial institution: use mutual funds co		1,078	3.6%	110
Bank/financial institution: use Internet Bank		1,349	4.5%	104
Used ATM/cash machine in last 12 months		16,903	56.2%	111
Banked in person in last 12 months		17,043	56.7%	109
Banked by mail in last 12 months		1,781	5.9%	111
Banked by phone in last 12 months		5,064	16.8%	112
Did banking over the Internet in last 12 months		9,710	32.3%	118
Used direct deposit of paycheck in last 12 months		13,437	44.7%	116
Have interest checking account		11,189	37.2%	115
Have non-interest checking account		8,831	29.4%	110
Have money market account		4,179	13.9%	113
Have savings account		12,540	41.7%	115
Have 401K retirement savings		6,857	22.8%	129
Have IRA retirement savings		5,358	17.8%	118
Have auto loan for new car		4,253	14.1%	123
Have personal loan for education only		1,431	4.8%	117
Have personal loan-not for education		1,011	3.4%	134
Have home mortgage (1st)		7,649	25.4%	132
Have 2nd mortgage (equity loan)		2,558	8.5%	135
Have home equity line of credit		2,281	7.6%	126
Have personal line of credit		1,535	5.1%	113
Have overdraft protection		4,902	16.3%	122
Own any securities investment		8,563	28.5%	114
Own annuities		965	3.2%	106
Own certificate of deposit (6 months or less)		1,064	3.5%	101
Own certificate of deposit (more than 6 months)		1,761	5.9%	105
Own common/preferred stock in company you work for		1,098	3.7%	121
Own common stock in company you don't work for		2,169	7.2%	114
Own insured money market account (bank)		671	2.2%	108
Own shares in money market fund		2,408	8.0%	121
Own shares in mutual fund (bonds)		2,044	6.8%	115
Own shares in mutual fund (stock)		3,396	11.3%	120
Own any stock		3,105	10.3%	112
Own stock with market value <\$10000		972	3.2%	104
Own stock with market value \$10000-49999		879	2.9%	117
Own stock with market value \$50000+		836	2.8%	111

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March 27, 2012

Made with Esri Business Analyst





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 5 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number of		Percent	MPI
	Adults			
Own U.S. savings bond	2,392		8.0%	116
Used financial planning counsel in last 12 months	2,686		8.9%	114
Used full service brokerage firm in last 12 months	2,040		6.8%	110
Own any credit/debit card (in own name)	23,738		78.9%	107
Own American Express card (in own name)	3,897		13.0%	104
Own Discover card (in own name)	3,954		13.1%	118
Own MasterCard (in own name)	11,489		38.2%	112
Own Visa (in own name)	16,216		53.9%	110
Own any department store credit card (in own name)	10,251		34.1%	110
Avg monthly credit card expenditures: <\$111	4,569		15.2%	110
Avg monthly credit card expenditures: \$111-225	2,352		7.8%	100
Avg monthly credit card expenditures: \$226-450	2,430		8.1%	108
Avg monthly credit card expenditures: \$451-700	2,067		6.9%	108
Avg monthly credit card expenditures: \$701+	4,503		15.0%	112

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Pets and Products Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Demographic Summary		2010	2015
Population		3,111	3,162
Population 18+		2,199	2,250
Households		1,152	1,178
Median Household Income		\$50,608	\$56,804
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	753	65.4%	126
HH owns any bird	45	3.9%	134
HH owns any cat	352	30.6%	127
HH owns any dog	591	51.3%	135
HH owns 1 cat	166	14.4%	112
HH owns 2+ cats	186	16.1%	139
HH owns 1 dog	328	28.5%	121
HH owns 2+ dogs	263	22.8%	155
HH used canned cat food in last 6 months	148	12.8%	110
HH used <4 cans of cat food in last 7 days	58	5.0%	116
HH used 8+ cans of cat food in last 7 days	40	3.5%	96
HH used packaged dry cat food in last 6 months	350	30.4%	131
HH used <5 pounds of packaged dry cat food last mo	128	11.1%	136
HH used 11+ pounds of packaged dry cat food last mo	121	10.5%	146
HH used cat treats in last 6 months	139	12.1%	117
HH used cat litter in last 6 months	300	26.0%	127
HH used canned dog food in last 6 months	188	16.3%	123
HH used packaged dry dog food in last 6 months	586	50.9%	140
HH used <10 pounds of pkgd dry dog food last month	256	22.2%	134
HH used 25+ pounds of pkgd dry dog food last month	213	18.5%	168
HH used dog biscuits/treats in last 6 months	471	40.9%	138
HH used <2 packages of dog biscuits/treats last mo	235	20.4%	138
HH used 4+ packages of dog biscuits/treats last mo	91	7.9%	143
HH used flea/tick care prod for cat/dog last 12 mo	549	47.7%	140
HH member took pet to vet in last 12 mo: 1 time	212	18.4%	145
HH member took pet to vet in last 12 mo: 2 times	157	13.6%	123
HH member took pet to vet in last 12 mo: 3 times	67	5.8%	103
HH member took pet to vet in last 12 mo: 4 times	50	4.3%	105
HH member took pet to vet in last 12 mo: 5+ times	84	7.3%	130
Bought pet food from vet in last 12 months	76	6.6%	129
Bought flea control product from vet in last 12 mo	215	18.7%	140

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Pets and Products Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Demographic Summary		2010	2015
Population		14,178	14,886
Population 18+		10,365	10,937
Households		5,165	5,452
Median Household Income		\$54,512	\$59,533
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	3,436	66.5%	129
HH owns any bird	192	3.7%	128
HH owns any cat	1,678	32.5%	135
HH owns any dog	2,740	53.0%	140
HH owns 1 cat	782	15.1%	118
HH owns 2+ cats	896	17.3%	150
HH owns 1 dog	1,516	29.4%	125
HH owns 2+ dogs	1,224	23.7%	161
HH used canned cat food in last 6 months	713	13.8%	119
HH used <4 cans of cat food in last 7 days	260	5.0%	116
HH used 8+ cans of cat food in last 7 days	206	4.0%	111
HH used packaged dry cat food in last 6 months	1,646	31.9%	137
HH used <5 pounds of packaged dry cat food last mo	551	10.7%	131
HH used 11+ pounds of packaged dry cat food last mo	573	11.1%	154
HH used cat treats in last 6 months	645	12.5%	122
HH used cat litter in last 6 months	1,401	27.1%	133
HH used canned dog food in last 6 months	848	16.4%	124
HH used packaged dry dog food in last 6 months	2,673	51.8%	142
HH used <10 pounds of pkgd dry dog food last month	1,128	21.8%	131
HH used 25+ pounds of pkgd dry dog food last month	964	18.7%	170
HH used dog biscuits/treats in last 6 months	2,144	41.5%	140
HH used <2 packages of dog biscuits/treats last mo	1,087	21.0%	142
HH used 4+ packages of dog biscuits/treats last mo	422	8.2%	147
HH used flea/tick care prod for cat/dog last 12 mo	2,491	48.2%	142
HH member took pet to vet in last 12 mo: 1 time	925	17.9%	141
HH member took pet to vet in last 12 mo: 2 times	713	13.8%	125
HH member took pet to vet in last 12 mo: 3 times	343	6.6%	118
HH member took pet to vet in last 12 mo: 4 times	248	4.8%	116
HH member took pet to vet in last 12 mo: 5+ times	381	7.4%	132
Bought pet food from vet in last 12 months	345	6.7%	131
Bought flea control product from vet in last 12 mo	989	19.1%	144

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Pets and Products Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Demographic Summary		2010	2015
Population		41,787	44,368
Population 18+		30,071	31,950
Households		14,745	15,727
Median Household Income		\$68,347	\$76,434
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	9,330	63.3%	122
HH owns any bird	488	3.3%	114
HH owns any cat	4,315	29.3%	121
HH owns any dog	7,231	49.0%	129
HH owns 1 cat	2,141	14.5%	113
HH owns 2+ cats	2,172	14.7%	127
HH owns 1 dog	4,264	28.9%	123
HH owns 2+ dogs	2,966	20.1%	137
HH used canned cat food in last 6 months	1,901	12.9%	111
HH used <4 cans of cat food in last 7 days	690	4.7%	107
HH used 8+ cans of cat food in last 7 days	529	3.6%	100
HH used packaged dry cat food in last 6 months	4,185	28.4%	122
HH used <5 pounds of packaged dry cat food last mo	1,387	9.4%	115
HH used 11+ pounds of packaged dry cat food last mo	1,333	9.0%	125
HH used cat treats in last 6 months	1,717	11.6%	113
HH used cat litter in last 6 months	3,673	24.9%	122
HH used canned dog food in last 6 months	2,235	15.2%	114
HH used packaged dry dog food in last 6 months	7,003	47.5%	131
HH used <10 pounds of pkgd dry dog food last month	2,936	19.9%	120
HH used 25+ pounds of pkgd dry dog food last month	2,325	15.8%	143
HH used dog biscuits/treats in last 6 months	5,700	38.7%	130
HH used <2 packages of dog biscuits/treats last mo	2,914	19.8%	133
HH used 4+ packages of dog biscuits/treats last mo	1,030	7.0%	126
HH used flea/tick care prod for cat/dog last 12 mo	6,279	42.6%	125
HH member took pet to vet in last 12 mo: 1 time	2,405	16.3%	129
HH member took pet to vet in last 12 mo: 2 times	1,976	13.4%	121
HH member took pet to vet in last 12 mo: 3 times	1,033	7.0%	124
HH member took pet to vet in last 12 mo: 4 times	756	5.1%	124
HH member took pet to vet in last 12 mo: 5+ times	1,053	7.1%	128
Bought pet food from vet in last 12 months	911	6.2%	121
Bought flea control product from vet in last 12 mo	2,636	17.9%	134

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March 27, 2012

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# Health and Beauty Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 1 mile radius

www.ClermontCountyOhio.biz  
Latitude: 39.23081  
Longitude: -84.16242

Demographic Summary		2010	2015
Population		3,111	3,162
Population 18+		2,199	2,250
Households		1,152	1,178
Median Household Income		\$50,608	\$56,804
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Exercise at home 2+ times per week	641	29.2%	97
Exercise at club 2+ times per week	133	6.0%	49
Exercise at other facility (not club) 2+ times/wk	158	7.2%	89
Own stationary bicycle	138	6.3%	111
Own treadmill	217	9.9%	101
Own weight lifting equipment	272	12.4%	95
Presently controlling diet	787	35.8%	87
Diet control for blood sugar level	155	7.0%	96
Diet control for cholesterol level	180	8.2%	81
Diet control to maintain weight	159	7.2%	65
Diet control for physical fitness	137	6.2%	62
Diet control for salt restriction	65	3.0%	89
Diet control for weight loss	279	12.7%	89
Used doctor's care/diet for diet method	70	3.2%	106
Used exercise program for diet method	132	6.0%	71
Used Weight Watchers as diet method	46	2.1%	69
Buy foods specifically labeled as fat-free	326	14.8%	85
Buy foods specifically labeled as high fiber	168	7.6%	67
Buy foods specifically labeled as high protein	58	2.6%	48
Buy foods specifically labeled as lactose-free	35	1.6%	86
Buy foods specifically labeled as low-calorie	193	8.8%	81
Buy foods specifically labeled as low-carb	130	5.9%	77
Buy foods specifically labeled as low-cholesterol	142	6.5%	78
Buy foods specifically labeled as low-fat	239	10.9%	82
Buy foods specifically labeled as low-sodium	145	6.6%	73
Buy foods specifically labeled as natural/organic	133	6.0%	72
Buy foods specifically labeled as sugar-free	282	12.8%	96
Used butter alternatives in last 6 months	103	4.7%	112
Used egg alternatives in last 6 months	297	13.5%	95
Used salt alternatives in last 6 months	653	29.7%	107
Drank meal/dietary supplement in last 6 months	113	5.1%	70
Used nutrition/energy bar in last 6 months	204	9.3%	66
Drank sports drink/thirst quencher in last 6 mo	662	30.1%	94
Used vitamin/dietary supplement in last 6 months	961	43.7%	90
Vitamin/dietary suppl used/6 mo: antioxidant	43	2.0%	67
Vitamin/dietary suppl used/6 mo: B complex	97	4.4%	91
Vitamin/dietary suppl used/6 mo: B complex+C	27	1.2%	63
Vitamin/dietary suppl used/6 mo: B-6	38	1.7%	85
Vitamin/dietary suppl used/6 mo: B-12	117	5.3%	94
Vitamin/dietary suppl used/6 mo: C	138	6.3%	75
Vitamin/dietary suppl used/6 mo: calcium	201	9.1%	85

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March 27, 2012

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## Health and Beauty Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 1 mile radius

www.ClermontCountyOhio.biz  
Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	102	4.6%	94
Vitamin/dietary suppl used/6 mo: E	124	5.6%	113
Vitamin/dietary suppl used/6 mo: garlic	36	1.6%	96
Vitamin/dietary suppl used/6 mo: glucosamine	95	4.3%	94
Vitamin/dietary suppl used/6 mo: multiple formula	217	9.9%	84
Vitamin/dietary suppl used/6 mo: multiple w/iron	83	3.8%	87
Vitamin/dietary suppl used/6 mo: mult w/minerals	122	5.5%	94
Vitamin/dietary suppl used/6 mo: zinc	39	1.8%	77
Vitamin/dietary suppl/6 mo: Caltrate 600	39	1.8%	67
Vitamin/dietary suppl/6 mo: Centrum	86	3.9%	67
Vitamin/dietary suppl/6 mo: Nature Made	98	4.5%	76
Visited doctor in last 12 months	1,709	77.7%	100
Visited doctor in last 12 months: 1-3 times	836	38.0%	112
Visited doctor in last 12 months: 4-7 times	424	19.3%	87
Visited doctor in last 12 months: 8+ times	450	20.5%	95
Visited doctor in last 12 mo: allergist	41	1.9%	78
Visited doctor in last 12 mo: cardiologist	146	6.6%	94
Visited doctor in last 12 mo: chiropractor	177	8.0%	108
Visited doctor in last 12 mo: dentist	719	32.7%	87
Visited doctor in last 12 mo: dermatologist	123	5.6%	78
Visited doctor in last 12 mo: ear/nose/throat	89	4.0%	88
Visited doctor in last 12 mo: eye	379	17.2%	83
Visited doctor in last 12 mo: general/family	951	43.2%	102
Visited doctor in last 12 mo: internist	89	4.0%	55
Visited doctor in last 12 mo: physical therapist	74	3.4%	74
Visited doctor in last 12 mo: podiatrist	51	2.3%	69
Visited doctor in last 12 mo: urologist	71	3.2%	84
Visited nurse practitioner in last 12 months	104	4.7%	113
Wear regular/sun/tinted prescription eyeglasses	736	33.5%	97
Wear bi-focals	340	15.5%	98
Wear disposable contact lenses	156	7.1%	109
Wear soft contact lenses	237	10.8%	123
Spent on contact lenses in last 12 mo: <\$100	67	3.0%	109
Spent on contact lenses in last 12 mo: \$100-199	81	3.7%	99
Spent on contact lenses in last 12 mo: \$200+	66	3.0%	99
Bought prescription eyewear: discount optical ctr	199	9.1%	113
Bought prescription eyewear: from eye doctor	559	25.4%	99
Bought prescription eyewear: retail optical chain	230	10.5%	94
Used prescription drug for allergy/hay fever	158	7.2%	102
Used prescription drug for anxiety/panic	89	4.0%	99
Used prescription drug for arthritis/rheumatism	52	2.4%	90
Used prescription drug for asthma	82	3.7%	91
Used prescription drug for backache/back pain	176	8.0%	109
Used prescription drug for depression	185	8.4%	143
Used prescr drug for diabetes (insulin dependent)	48	2.2%	110
Used prescr drug for diabetes (non-insulin)	89	4.0%	109
Used prescription drug for eczema/skin itch/rash	45	2.0%	98

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Health and Beauty Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	175	8.0%	120
Used prescription drug for high blood pressure	272	12.4%	99
Used prescription drug for high cholesterol	193	8.8%	101
Used prescription drug for migraine headache	103	4.7%	127
Used prescription drug for sinus congest./headache	113	5.1%	106
Used prescription drug for urinary tract infection	68	3.1%	99
Used last 6 mo: adhesive bandages	1,250	56.8%	103
Used last 6 mo: athlete's foot/foot care product	280	12.7%	91
Used last 6 mo: cold/sinus/allergy med (nonprescr)	1,051	47.8%	100
Used last 6 mo: children's cold tablets/liquids	405	18.4%	122
Used last 6 mo: contact lens cleaning solution	316	14.4%	118
Used last 6 mo: cotton swabs	1,030	46.8%	98
Used last 6 mo: cough/sore throat drops (nonprescr)	1,048	47.7%	101
Used last 6 mo: cough syrup/suppressant (nonprescr)	776	35.3%	103
Used last 6 mo: children's cough syrup	338	15.4%	108
Used last 6 mo: diarrhea remedy	348	15.8%	97
Used last 6 mo: eye wash and drops	673	30.6%	100
Used last 6 mo: headache/pain reliever (nonprescr)	1,886	85.8%	102
Used last 6 mo: hemorrhoid remedy	191	8.7%	97
Used last 6 mo: indigestion/upset stomach remedy	1,030	46.8%	104
Used last 6 mo: lactose intolerance product	44	2.0%	57
Used last 6 mo: laxative/fiber supplement	243	11.1%	80
Used last 6 mo: medicated skin ointment	688	31.3%	99
Used last 6 mo: medicated throat remedy	249	11.3%	99
Used last 6 mo: nasal spray	329	15.0%	94
Used last 6 mo: pain reliever/fever reducer (kids)	598	27.2%	123
Used last 6 mo: pain relieving rub/liquid/patch	567	25.8%	102
Used last 6 mo: sleeping tablets (nonprescription)	132	6.0%	111
Used last 12 mo: sunburn remedy	382	17.4%	113
Used last 12 mo: suntan/sunscreen product	757	34.4%	90
Used last 12 mo: SPF 15+ suntan/sunscreen product	579	26.3%	88
Used last 6 mo: toothache/gum/canker sore remedy	373	17.0%	101
Used last 6 mo: vitamins for children	342	15.6%	106
Used body powder in last 6 months	704	32.0%	115
Used body powder <3 times in last 7 days	286	13.0%	110
Used body powder 8+ times in last 7 days	53	2.4%	110
Used body wash/shower gel in last 6 months	1,230	55.9%	108
Used breath freshener in last 6 months	1,014	46.1%	99
Used complexion care product in last 6 months	1,022	46.5%	98
Used complexion care product <7 times last week	338	15.4%	112
Used complexion care product 11+ times last week	319	14.5%	87
Used complexion care prod: dry facial skin type	112	5.1%	70
Used complexion care prod: normal facial skin type	356	16.2%	106
Used complexion care prod: oily facial skin type	163	7.4%	123
Used dental floss in last 6 months	1,255	57.1%	91

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Health and Beauty Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	443	20.1%	100
Used denture adhesive/fixative in last 6 months	131	6.0%	95
Used denture cleaner in last 6 months	227	10.3%	93
Used deodorant/antiperspirant in last 6 months	2,081	94.6%	102
Used deodorant/antiperspirant <8 times last week	1,437	65.3%	95
Used deodorant/antiperspirant 15+ times last week	168	7.6%	126
Used disposable razor in last 6 months	1,162	52.8%	101
Used electric shaver in last 6 months	380	17.3%	92
Used hair coloring product (at home) last 6 months	468	21.3%	107
Used hair conditioner (at home) in last 6 months	1,434	65.2%	105
Used hair conditioning treatment (at home)/6 mo	505	23.0%	98
Used hair growth product in last 6 months	29	1.3%	58
Used hair mousse in last 6 months	464	21.1%	121
Used hair spray (at home) in last 6 months	933	42.4%	117
Used hair styling gel/lotion in last 6 months	560	25.5%	95
Used hand & body cream/lotion/oil in last 6 months	1,625	73.9%	102
Used hand & body cream/lotion/oil <5 times last wk	560	25.5%	119
Used hand & body cream/lotion/oil 9+ times last wk	488	22.2%	89
Used hand & body cream in last 6 months	353	16.1%	91
Used hand & body lotion in last 6 months	1,093	49.7%	101
Used hand & body oil in last 6 months	114	5.2%	100
Used lip care in last 6 months	1,405	63.9%	107
Used liquid soap/hand sanitizer in last 6 months	1,697	77.2%	100
Used mouthwash in last 6 months	1,484	67.5%	102
Used mouthwash <4 times in last 7 days	520	23.6%	110
Used mouthwash 8+ times in last 7 days	336	15.3%	97
Used shampoo (at home) in last 6 months	2,053	93.4%	101
Used shampoo plus conditioner prod (at home)/6 mo	380	17.3%	90
Used shaving cream/gel in last 6 months	1,177	53.5%	102
Used personal care soap (bar) in last 6 months	1,816	82.6%	99
Used personal care soap for antibacterial purpose	456	20.7%	108
Used personal care soap for complexion	127	5.8%	84
Used personal care soap for deodorant	407	18.5%	114
Use personal care soap for moisturizing	534	24.3%	112
Bought toothbrush in last 6 months	1,910	86.9%	102
Bought electric toothbrush in last 6 months	131	6.0%	89
Used toothpaste in last 6 months	2,106	95.8%	100
Used toothpaste <8 times in last 7 days	801	36.4%	113
Used toothpaste 15+ times in last 7 days	339	15.4%	95
Used toothpaste with baking soda in last 6 months	232	10.6%	92
Used toothpaste (gel) in last 6 months	636	28.9%	104
Used toothpaste (paste) in last 6 months	1,014	46.1%	95
Used whitening toothpaste in last 6 months	890	40.5%	116
Used tooth whitener (not toothpaste) last 6 months	214	9.7%	92
Had professional manicure/pedicure last 6 months	259	11.8%	69
Had professional facial/massage last 6 months	144	6.5%	70
Spent \$100+ at barber shops in last 6 months	72	3.3%	61
Spent \$100+ at beauty parlors in last 6 months	257	11.7%	74

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March 27, 2012

Made with Esri Business Analyst



## Health and Beauty Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Demographic Summary		2010	2015	
Population		14,178	14,886	
Population 18+		10,365	10,937	
Households		5,165	5,452	
Median Household Income		\$54,512	\$59,533	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week		2,972	28.7%	95
Exercise at club 2+ times per week		701	6.8%	55
Exercise at other facility (not club) 2+ times/wk		716	6.9%	86
Own stationary bicycle		674	6.5%	115
Own treadmill		1,178	11.4%	116
Own weight lifting equipment		1,358	13.1%	101
Presently controlling diet		3,978	38.4%	93
Diet control for blood sugar level		784	7.6%	103
Diet control for cholesterol level		987	9.5%	94
Diet control to maintain weight		967	9.3%	83
Diet control for physical fitness		774	7.5%	75
Diet control for salt restriction		354	3.4%	102
Diet control for weight loss		1,383	13.3%	94
Used doctor's care/diet for diet method		331	3.2%	106
Used exercise program for diet method		666	6.4%	76
Used Weight Watchers as diet method		265	2.6%	84
Buy foods specifically labeled as fat-free		1,652	15.9%	91
Buy foods specifically labeled as high fiber		951	9.2%	80
Buy foods specifically labeled as high protein		362	3.5%	64
Buy foods specifically labeled as lactose-free		137	1.3%	72
Buy foods specifically labeled as low-calorie		1,011	9.8%	90
Buy foods specifically labeled as low-carb		685	6.6%	86
Buy foods specifically labeled as low-cholesterol		743	7.2%	87
Buy foods specifically labeled as low-fat		1,229	11.9%	89
Buy foods specifically labeled as low-sodium		832	8.0%	89
Buy foods specifically labeled as natural/organic		649	6.3%	74
Buy foods specifically labeled as sugar-free		1,390	13.4%	101
Used butter alternatives in last 6 months		446	4.3%	103
Used egg alternatives in last 6 months		1,292	12.5%	88
Used salt alternatives in last 6 months		3,026	29.2%	105
Drank meal/dietary supplement in last 6 months		554	5.3%	73
Used nutrition/energy bar in last 6 months		1,047	10.1%	72
Drank sports drink/thirst quencher in last 6 mo		3,014	29.1%	91
Used vitamin/dietary supplement in last 6 months		4,734	45.7%	94
Vitamin/dietary suppl used/6 mo: antioxidant		217	2.1%	72
Vitamin/dietary suppl used/6 mo: B complex		426	4.1%	84
Vitamin/dietary suppl used/6 mo: B complex+C		116	1.1%	58
Vitamin/dietary suppl used/6 mo: B-6		173	1.7%	82
Vitamin/dietary suppl used/6 mo: B-12		518	5.0%	88
Vitamin/dietary suppl used/6 mo: C		722	7.0%	83
Vitamin/dietary suppl used/6 mo: calcium		988	9.5%	89

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Health and Beauty Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	483	4.7%	95
Vitamin/dietary suppl used/6 mo: E	562	5.4%	109
Vitamin/dietary suppl used/6 mo: garlic	143	1.4%	81
Vitamin/dietary suppl used/6 mo: glucosamine	419	4.0%	88
Vitamin/dietary suppl used/6 mo: multiple formula	1,138	11.0%	94
Vitamin/dietary suppl used/6 mo: multiple w/iron	410	4.0%	92
Vitamin/dietary suppl used/6 mo: mult w/minerals	607	5.9%	99
Vitamin/dietary suppl used/6 mo: zinc	200	1.9%	84
Vitamin/dietary suppl/6 mo: Caltrate 600	211	2.0%	77
Vitamin/dietary suppl/6 mo: Centrum	489	4.7%	81
Vitamin/dietary suppl/6 mo: Nature Made	479	4.6%	79
Visited doctor in last 12 months	8,124	78.4%	101
Visited doctor in last 12 months: 1-3 times	3,751	36.2%	107
Visited doctor in last 12 months: 4-7 times	2,159	20.8%	94
Visited doctor in last 12 months: 8+ times	2,214	21.4%	99
Visited doctor in last 12 mo: allergist	184	1.8%	74
Visited doctor in last 12 mo: cardiologist	690	6.7%	94
Visited doctor in last 12 mo: chiropractor	857	8.3%	111
Visited doctor in last 12 mo: dentist	3,619	34.9%	92
Visited doctor in last 12 mo: dermatologist	549	5.3%	74
Visited doctor in last 12 mo: ear/nose/throat	405	3.9%	85
Visited doctor in last 12 mo: eye	1,951	18.8%	91
Visited doctor in last 12 mo: general/family	4,722	45.6%	107
Visited doctor in last 12 mo: internist	490	4.7%	65
Visited doctor in last 12 mo: physical therapist	389	3.8%	83
Visited doctor in last 12 mo: podiatrist	236	2.3%	67
Visited doctor in last 12 mo: urologist	365	3.5%	91
Visited nurse practitioner in last 12 months	506	4.9%	116
Wear regular/sun/tinted prescription eyeglasses	3,644	35.2%	102
Wear bi-focals	1,813	17.5%	111
Wear disposable contact lenses	690	6.7%	103
Wear soft contact lenses	1,035	10.0%	114
Spent on contact lenses in last 12 mo: <\$100	315	3.0%	109
Spent on contact lenses in last 12 mo: \$100-199	367	3.5%	95
Spent on contact lenses in last 12 mo: \$200+	296	2.9%	94
Bought prescription eyewear: discount optical ctr	930	9.0%	112
Bought prescription eyewear: from eye doctor	2,795	27.0%	105
Bought prescription eyewear: retail optical chain	1,112	10.7%	97
Used prescription drug for allergy/hay fever	726	7.0%	100
Used prescription drug for anxiety/panic	436	4.2%	103
Used prescription drug for arthritis/rheumatism	299	2.9%	110
Used prescription drug for asthma	389	3.8%	92
Used prescription drug for backache/back pain	821	7.9%	107
Used prescription drug for depression	799	7.7%	131
Used prescr drug for diabetes (insulin dependent)	229	2.2%	112
Used prescr drug for diabetes (non-insulin)	435	4.2%	113
Used prescription drug for eczema/skin itch/rash	198	1.9%	92

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Health and Beauty Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	825	8.0%	120
Used prescription drug for high blood pressure	1,441	13.9%	112
Used prescription drug for high cholesterol	953	9.2%	106
Used prescription drug for migraine headache	456	4.4%	119
Used prescription drug for sinus congest./headache	547	5.3%	108
Used prescription drug for urinary tract infection	316	3.0%	98
Used last 6 mo: adhesive bandages	6,006	57.9%	105
Used last 6 mo: athlete's foot/foot care product	1,313	12.7%	91
Used last 6 mo: cold/sinus/allergy med (nonprescr)	4,976	48.0%	101
Used last 6 mo: children's cold tablets/liquids	1,721	16.6%	110
Used last 6 mo: contact lens cleaning solution	1,388	13.4%	110
Used last 6 mo: cotton swabs	5,047	48.7%	101
Used last 6 mo: cough/sore throat drops (nonprescr)	4,879	47.1%	99
Used last 6 mo: cough syrup/suppressant (nonprescr)	3,548	34.2%	100
Used last 6 mo: children's cough syrup	1,498	14.5%	101
Used last 6 mo: diarrhea remedy	1,637	15.8%	96
Used last 6 mo: eye wash and drops	3,091	29.8%	98
Used last 6 mo: headache/pain reliever (nonprescr)	8,924	86.1%	103
Used last 6 mo: hemorrhoid remedy	985	9.5%	106
Used last 6 mo: indigestion/upset stomach remedy	4,803	46.3%	103
Used last 6 mo: lactose intolerance product	227	2.2%	62
Used last 6 mo: laxative/fiber supplement	1,239	12.0%	86
Used last 6 mo: medicated skin ointment	3,281	31.7%	101
Used last 6 mo: medicated throat remedy	1,116	10.8%	94
Used last 6 mo: nasal spray	1,559	15.0%	95
Used last 6 mo: pain reliever/fever reducer (kids)	2,574	24.8%	112
Used last 6 mo: pain relieving rub/liquid/patch	2,623	25.3%	100
Used last 6 mo: sleeping tablets (nonprescription)	592	5.7%	106
Used last 12 mo: sunburn remedy	1,826	17.6%	114
Used last 12 mo: suntan/sunscreen product	3,809	36.7%	96
Used last 12 mo: SPF 15+ suntan/sunscreen product	2,948	28.4%	95
Used last 6 mo: toothache/gum/canker sore remedy	1,796	17.3%	103
Used last 6 mo: vitamins for children	1,510	14.6%	99
Used body powder in last 6 months	3,037	29.3%	105
Used body powder <3 times in last 7 days	1,225	11.8%	100
Used body powder 8+ times in last 7 days	236	2.3%	104
Used body wash/shower gel in last 6 months	5,552	53.6%	103
Used breath freshener in last 6 months	4,664	45.0%	97
Used complexion care product in last 6 months	4,635	44.7%	95
Used complexion care product <7 times last week	1,407	13.6%	99
Used complexion care product 11+ times last week	1,533	14.8%	89
Used complexion care prod: dry facial skin type	581	5.6%	77
Used complexion care prod: normal facial skin type	1,604	15.5%	102
Used complexion care prod: oily facial skin type	657	6.3%	105
Used dental floss in last 6 months	6,138	59.2%	95

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March 27, 2012

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## Health and Beauty Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	1,998	19.3%	96
Used denture adhesive/fixative in last 6 months	646	6.2%	99
Used denture cleaner in last 6 months	1,134	10.9%	99
Used deodorant/antiperspirant in last 6 months	9,809	94.6%	102
Used deodorant/antiperspirant <8 times last week	6,979	67.3%	98
Used deodorant/antiperspirant 15+ times last week	718	6.9%	115
Used disposable razor in last 6 months	5,578	53.8%	103
Used electric shaver in last 6 months	1,897	18.3%	97
Used hair coloring product (at home) last 6 months	2,019	19.5%	98
Used hair conditioner (at home) in last 6 months	6,558	63.3%	102
Used hair conditioning treatment (at home)/6 mo	2,170	20.9%	89
Used hair growth product in last 6 months	141	1.4%	59
Used hair mousse in last 6 months	1,993	19.2%	111
Used hair spray (at home) in last 6 months	4,274	41.2%	114
Used hair styling gel/lotion in last 6 months	2,631	25.4%	94
Used hand & body cream/lotion/oil in last 6 months	7,446	71.8%	99
Used hand & body cream/lotion/oil <5 times last wk	2,470	23.8%	111
Used hand & body cream/lotion/oil 9+ times last wk	2,318	22.4%	90
Used hand & body cream in last 6 months	1,595	15.4%	88
Used hand & body lotion in last 6 months	5,031	48.5%	99
Used hand & body oil in last 6 months	482	4.7%	90
Used lip care in last 6 months	6,385	61.6%	103
Used liquid soap/hand sanitizer in last 6 months	8,048	77.6%	101
Used mouthwash in last 6 months	6,821	65.8%	100
Used mouthwash <4 times in last 7 days	2,308	22.3%	104
Used mouthwash 8+ times in last 7 days	1,568	15.1%	96
Used shampoo (at home) in last 6 months	9,668	93.3%	101
Used shampoo plus conditioner prod (at home)/6 mo	1,788	17.3%	89
Used shaving cream/gel in last 6 months	5,681	54.8%	105
Used personal care soap (bar) in last 6 months	8,611	83.1%	99
Used personal care soap for antibacterial purpose	2,046	19.7%	103
Used personal care soap for complexion	601	5.8%	85
Used personal care soap for deodorant	1,866	18.0%	111
Use personal care soap for moisturizing	2,300	22.2%	102
Bought toothbrush in last 6 months	8,924	86.1%	101
Bought electric toothbrush in last 6 months	568	5.5%	82
Used toothpaste in last 6 months	9,896	95.5%	100
Used toothpaste <8 times in last 7 days	3,660	35.3%	110
Used toothpaste 15+ times in last 7 days	1,519	14.7%	90
Used toothpaste with baking soda in last 6 months	1,049	10.1%	88
Used toothpaste (gel) in last 6 months	3,039	29.3%	105
Used toothpaste (paste) in last 6 months	4,842	46.7%	97
Used whitening toothpaste in last 6 months	4,059	39.2%	112
Used tooth whitener (not toothpaste) last 6 months	957	9.2%	87
Had professional manicure/pedicure last 6 months	1,180	11.4%	66
Had professional facial/massage last 6 months	675	6.5%	69
Spent \$100+ at barber shops in last 6 months	323	3.1%	58
Spent \$100+ at beauty parlors in last 6 months	1,364	13.2%	83

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Health and Beauty Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Demographic Summary		2010	2015
Population		41,787	44,368
Population 18+		30,071	31,950
Households		14,745	15,727
Median Household Income		\$68,347	\$76,434
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Exercise at home 2+ times per week	9,565	31.8%	106
Exercise at club 2+ times per week	3,820	12.7%	103
Exercise at other facility (not club) 2+ times/wk	2,469	8.2%	102
Own stationary bicycle	2,036	6.8%	120
Own treadmill	3,846	12.8%	130
Own weight lifting equipment	4,821	16.0%	124
Presently controlling diet	12,665	42.1%	102
Diet control for blood sugar level	2,108	7.0%	96
Diet control for cholesterol level	3,031	10.1%	100
Diet control to maintain weight	3,480	11.6%	103
Diet control for physical fitness	3,120	10.4%	104
Diet control for salt restriction	884	2.9%	88
Diet control for weight loss	4,670	15.5%	109
Used doctor's care/diet for diet method	813	2.7%	90
Used exercise program for diet method	2,616	8.7%	103
Used Weight Watchers as diet method	987	3.3%	108
Buy foods specifically labeled as fat-free	5,449	18.1%	103
Buy foods specifically labeled as high fiber	3,634	12.1%	105
Buy foods specifically labeled as high protein	1,557	5.2%	95
Buy foods specifically labeled as lactose-free	449	1.5%	81
Buy foods specifically labeled as low-calorie	3,482	11.6%	107
Buy foods specifically labeled as low-carb	2,336	7.8%	101
Buy foods specifically labeled as low-cholesterol	2,411	8.0%	97
Buy foods specifically labeled as low-fat	4,286	14.3%	107
Buy foods specifically labeled as low-sodium	2,706	9.0%	100
Buy foods specifically labeled as natural/organic	2,564	8.5%	101
Buy foods specifically labeled as sugar-free	4,233	14.1%	106
Used butter alternatives in last 6 months	1,123	3.7%	89
Used egg alternatives in last 6 months	3,965	13.2%	93
Used salt alternatives in last 6 months	8,370	27.8%	100
Drank meal/dietary supplement in last 6 months	1,973	6.6%	90
Used nutrition/energy bar in last 6 months	4,312	14.3%	102
Drank sports drink/thirst quencher in last 6 mo	9,507	31.6%	99
Used vitamin/dietary supplement in last 6 months	15,059	50.1%	103
Vitamin/dietary suppl used/6 mo: antioxidant	776	2.6%	89
Vitamin/dietary suppl used/6 mo: B complex	1,510	5.0%	103
Vitamin/dietary suppl used/6 mo: B complex+C	408	1.4%	70
Vitamin/dietary suppl used/6 mo: B-6	537	1.8%	88
Vitamin/dietary suppl used/6 mo: B-12	1,476	4.9%	87
Vitamin/dietary suppl used/6 mo: C	2,612	8.7%	103
Vitamin/dietary suppl used/6 mo: calcium	3,169	10.5%	98

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March 27, 2012

Made with Esri Business Analyst





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Health and Beauty Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	1,399	4.7%	94
Vitamin/dietary suppl used/6 mo: E	1,622	5.4%	109
Vitamin/dietary suppl used/6 mo: garlic	440	1.5%	86
Vitamin/dietary suppl used/6 mo: glucosamine	1,428	4.7%	103
Vitamin/dietary suppl used/6 mo: multiple formula	4,014	13.3%	114
Vitamin/dietary suppl used/6 mo: multiple w/iron	1,410	4.7%	109
Vitamin/dietary suppl used/6 mo: mult w/minerals	1,947	6.5%	109
Vitamin/dietary suppl used/6 mo: zinc	611	2.0%	88
Vitamin/dietary suppl/6 mo: Caltrate 600	663	2.2%	83
Vitamin/dietary suppl/6 mo: Centrum	1,697	5.6%	97
Vitamin/dietary suppl/6 mo: Nature Made	1,747	5.8%	99
Visited doctor in last 12 months	24,118	80.2%	103
Visited doctor in last 12 months: 1-3 times	10,367	34.5%	102
Visited doctor in last 12 months: 4-7 times	6,981	23.2%	104
Visited doctor in last 12 months: 8+ times	6,769	22.5%	104
Visited doctor in last 12 mo: allergist	694	2.3%	96
Visited doctor in last 12 mo: cardiologist	1,995	6.6%	94
Visited doctor in last 12 mo: chiropractor	2,507	8.3%	112
Visited doctor in last 12 mo: dentist	12,305	40.9%	108
Visited doctor in last 12 mo: dermatologist	2,163	7.2%	101
Visited doctor in last 12 mo: ear/nose/throat	1,219	4.1%	88
Visited doctor in last 12 mo: eye	6,269	20.8%	101
Visited doctor in last 12 mo: general/family	13,831	46.0%	108
Visited doctor in last 12 mo: internist	2,036	6.8%	92
Visited doctor in last 12 mo: physical therapist	1,288	4.3%	94
Visited doctor in last 12 mo: podiatrist	819	2.7%	80
Visited doctor in last 12 mo: urologist	1,129	3.8%	97
Visited nurse practitioner in last 12 months	1,352	4.5%	107
Wear regular/sun/tinted prescription eyeglasses	11,002	36.6%	106
Wear bi-focals	4,928	16.4%	104
Wear disposable contact lenses	2,275	7.6%	117
Wear soft contact lenses	3,038	10.1%	115
Spent on contact lenses in last 12 mo: <\$100	901	3.0%	107
Spent on contact lenses in last 12 mo: \$100-199	1,181	3.9%	105
Spent on contact lenses in last 12 mo: \$200+	976	3.2%	107
Bought prescription eyewear: discount optical ctr	2,536	8.4%	106
Bought prescription eyewear: from eye doctor	8,045	26.8%	104
Bought prescription eyewear: retail optical chain	3,752	12.5%	113
Used prescription drug for allergy/hay fever	2,307	7.7%	109
Used prescription drug for anxiety/panic	1,235	4.1%	101
Used prescription drug for arthritis/rheumatism	728	2.4%	92
Used prescription drug for asthma	1,132	3.8%	92
Used prescription drug for backache/back pain	2,263	7.5%	102
Used prescription drug for depression	1,967	6.5%	111
Used prescr drug for diabetes (insulin dependent)	537	1.8%	90
Used prescr drug for diabetes (non-insulin)	1,033	3.4%	92
Used prescription drug for eczema/skin itch/rash	626	2.1%	100

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March 27, 2012

Made with Esri Business Analyst





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Health and Beauty Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	2,054	6.8%	103
Used prescription drug for high blood pressure	3,914	13.0%	104
Used prescription drug for high cholesterol	2,739	9.1%	105
Used prescription drug for migraine headache	1,191	4.0%	107
Used prescription drug for sinus congest./headache	1,583	5.3%	108
Used prescription drug for urinary tract infection	857	2.9%	91
Used last 6 mo: adhesive bandages	17,586	58.5%	106
Used last 6 mo: athlete's foot/foot care product	3,808	12.7%	91
Used last 6 mo: cold/sinus/allergy med (nonprescr)	14,821	49.3%	104
Used last 6 mo: children's cold tablets/liquids	5,035	16.7%	111
Used last 6 mo: contact lens cleaning solution	4,280	14.2%	117
Used last 6 mo: cotton swabs	15,287	50.8%	106
Used last 6 mo: cough/sore throat drops (nonprescr)	14,074	46.8%	99
Used last 6 mo: cough syrup/suppressant (nonprescr)	10,165	33.8%	99
Used last 6 mo: children's cough syrup	4,497	15.0%	105
Used last 6 mo: diarrhea remedy	4,549	15.1%	92
Used last 6 mo: eye wash and drops	9,091	30.2%	99
Used last 6 mo: headache/pain reliever (nonprescr)	26,058	86.7%	103
Used last 6 mo: hemorrhoid remedy	2,774	9.2%	103
Used last 6 mo: indigestion/upset stomach remedy	13,758	45.8%	102
Used last 6 mo: lactose intolerance product	858	2.9%	81
Used last 6 mo: laxative/fiber supplement	3,846	12.8%	92
Used last 6 mo: medicated skin ointment	9,869	32.8%	104
Used last 6 mo: medicated throat remedy	3,044	10.1%	88
Used last 6 mo: nasal spray	4,878	16.2%	102
Used last 6 mo: pain reliever/fever reducer (kids)	7,376	24.5%	111
Used last 6 mo: pain relieving rub/liquid/patch	7,297	24.3%	96
Used last 6 mo: sleeping tablets (nonprescription)	1,591	5.3%	98
Used last 12 mo: sunburn remedy	5,267	17.5%	113
Used last 12 mo: suntan/sunscreen product	12,943	43.0%	112
Used last 12 mo: SPF 15+ suntan/sunscreen product	10,479	34.8%	116
Used last 6 mo: toothache/gum/canker sore remedy	4,903	16.3%	97
Used last 6 mo: vitamins for children	5,015	16.7%	113
Used body powder in last 6 months	7,672	25.5%	92
Used body powder <3 times in last 7 days	3,139	10.4%	88
Used body powder 8+ times in last 7 days	528	1.8%	80
Used body wash/shower gel in last 6 months	15,434	51.3%	99
Used breath freshener in last 6 months	13,696	45.5%	98
Used complexion care product in last 6 months	14,185	47.2%	100
Used complexion care product <7 times last week	3,814	12.7%	93
Used complexion care product 11+ times last week	5,154	17.1%	103
Used complexion care prod: dry facial skin type	1,791	6.0%	82
Used complexion care prod: normal facial skin type	4,806	16.0%	105
Used complexion care prod: oily facial skin type	1,780	5.9%	98
Used dental floss in last 6 months	19,884	66.1%	106

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Health and Beauty Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	5,658	18.8%	93
Used denture adhesive/fixative in last 6 months	1,477	4.9%	78
Used denture cleaner in last 6 months	2,671	8.9%	80
Used deodorant/antiperspirant in last 6 months	28,376	94.4%	101
Used deodorant/antiperspirant <8 times last week	20,889	69.5%	101
Used deodorant/antiperspirant 15+ times last week	1,688	5.6%	93
Used disposable razor in last 6 months	15,826	52.6%	101
Used electric shaver in last 6 months	5,680	18.9%	100
Used hair coloring product (at home) last 6 months	5,655	18.8%	94
Used hair conditioner (at home) in last 6 months	18,601	61.9%	100
Used hair conditioning treatment (at home)/6 mo	6,195	20.6%	88
Used hair growth product in last 6 months	544	1.8%	79
Used hair mousse in last 6 months	5,509	18.3%	105
Used hair spray (at home) in last 6 months	11,742	39.0%	108
Used hair styling gel/lotion in last 6 months	8,433	28.0%	104
Used hand & body cream/lotion/oil in last 6 months	21,771	72.4%	100
Used hand & body cream/lotion/oil <5 times last wk	6,639	22.1%	103
Used hand & body cream/lotion/oil 9+ times last wk	7,116	23.7%	95
Used hand & body cream in last 6 months	5,062	16.8%	96
Used hand & body lotion in last 6 months	14,922	49.6%	101
Used hand & body oil in last 6 months	1,346	4.5%	86
Used lip care in last 6 months	18,448	61.3%	103
Used liquid soap/hand sanitizer in last 6 months	24,079	80.1%	104
Used mouthwash in last 6 months	19,361	64.4%	98
Used mouthwash <4 times in last 7 days	6,398	21.3%	99
Used mouthwash 8+ times in last 7 days	4,318	14.4%	91
Used shampoo (at home) in last 6 months	28,021	93.2%	101
Used shampoo plus conditioner prod (at home)/6 mo	4,912	16.3%	85
Used shaving cream/gel in last 6 months	16,543	55.0%	105
Used personal care soap (bar) in last 6 months	24,840	82.6%	99
Used personal care soap for antibacterial purpose	5,759	19.2%	100
Used personal care soap for complexion	1,945	6.5%	94
Used personal care soap for deodorant	5,355	17.8%	110
Use personal care soap for moisturizing	6,286	20.9%	97
Bought toothbrush in last 6 months	25,720	85.5%	100
Bought electric toothbrush in last 6 months	2,084	6.9%	104
Used toothpaste in last 6 months	28,922	96.2%	101
Used toothpaste <8 times in last 7 days	9,532	31.7%	99
Used toothpaste 15+ times in last 7 days	4,502	15.0%	92
Used toothpaste with baking soda in last 6 months	3,001	10.0%	87
Used toothpaste (gel) in last 6 months	9,247	30.8%	110
Used toothpaste (paste) in last 6 months	14,490	48.2%	100
Used whitening toothpaste in last 6 months	11,597	38.6%	111
Used tooth whitener (not toothpaste) last 6 months	3,072	10.2%	96
Had professional manicure/pedicure last 6 months	4,960	16.5%	96
Had professional facial/massage last 6 months	2,974	9.9%	105
Spent \$100+ at barber shops in last 6 months	1,572	5.2%	97
Spent \$100+ at beauty parlors in last 6 months	5,385	17.9%	113

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Restaurant Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Demographic Summary		2010	2015
Population		3,111	3,162
Population 18+		2,199	2,250
Households		1,152	1,178
Median Household Income		\$50,608	\$56,804
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	1,500	68.2%	95
Family restaurant/steak house last month: <2 times	544	24.7%	96
Family restaurant/steak house last month: 2-4 times	546	24.8%	92
Family restaurant/steak house last month: 5+ times	409	18.6%	96
Family restaurant/steak house last 6 months: breakfast	254	11.6%	88
Family restaurant/steak house last 6 months: lunch	484	22.0%	89
Family restaurant/steak house last 6 months: snack	21	1.0%	34
Family restaurant/steak house last 6 months: dinner	1,137	51.7%	98
Family restaurant/steak house last 6 months: weekday	791	36.0%	94
Family restaurant/steak house last 6 months: weekend	967	44.0%	99
Family restaurant/steak house last 6 months: Applebee's	531	24.1%	96
Family restaurant/steak house last 6 months: Bennigan's	23	1.0%	48
Family restaurant/steak house last 6 months: Bob Evans Farm	143	6.5%	142
Family restaurant/steak house last 6 months: Cheesecake Factory	79	3.6%	55
Family restaurant/steak house last 6 months: Chili's Grill & Bar	237	10.8%	93
Family restaurant/steak house last 6 months: Cracker Barrel	303	13.8%	124
Family restaurant/steak house last 6 months: Denny's	146	6.6%	74
Family restaurant/steak house last 6 months: Friendly's	65	3.0%	74
Family restaurant/steak house last 6 months: Golden Corral	236	10.7%	149
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	225	10.2%	88
Family restaurant/steak house last 6 months: Lone Star Steakhouse	61	2.8%	102
Family restaurant/steak house last 6 months: Old Country Buffet	43	2.0%	69
Family restaurant/steak house last 6 months: Olive Garden	304	13.8%	78
Family restaurant/steak house last 6 months: Outback Steakhouse	198	9.0%	79
Family restaurant/steak house last 6 months: Perkins	88	4.0%	110
Family restaurant/steak house last 6 months: Red Lobster	263	12.0%	89
Family restaurant/steak house last 6 months: Red Robin	92	4.2%	74
Family restaurant/steak house last 6 months: Ruby Tuesday	158	7.2%	86
Family restaurant/steak house last 6 months: Ryan's	114	5.2%	138
Family restaurant/steak house last 6 months: Sizzler	38	1.7%	57
Family restaurant/steak house last 6 months: T.G.I. Friday's	176	8.0%	78
Went to fast food/drive-in restaurant in last 6 months	1,941	88.3%	99
Went to fast food/drive-in restaurant <6 times/month	725	33.0%	94
Went to fast food/drive-in restaurant 6-13 times/month	611	27.8%	96
Went to fast food/drive-in restaurant 14+ times/month	605	27.5%	110
Fast food/drive-in last 6 months: breakfast	611	27.8%	101
Fast food/drive-in last 6 months: lunch	1,293	58.8%	100
Fast food/drive-in last 6 months: snack	289	13.1%	76
Fast food/drive-in last 6 months: dinner	1,170	53.2%	110

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Restaurant Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	1,502	68.3%	103
Fast food/drive-in last 6 months: weekend	1,053	47.9%	99
Fast food/drive-in last 6 months: A & W	116	5.3%	116
Fast food/drive-in last 6 months: Arby's	615	28.0%	136
Fast food/drive-in last 6 months: Boston Market	42	1.9%	40
Fast food/drive-in last 6 months: Burger King	894	40.7%	112
Fast food/drive-in last 6 months: Captain D's	156	7.1%	138
Fast food/drive-in last 6 months: Carl's Jr.	41	1.9%	30
Fast food/drive-in last 6 months: Checkers	61	2.8%	87
Fast food/drive-in last 6 months: Chick-fil-A	292	13.3%	103
Fast food/drive-in last 6 months: Chipotle Mex. Grill	63	2.9%	47
Fast food/drive-in last 6 months: Chuck E. Cheese	83	3.8%	84
Fast food/drive-in last 6 months: Church's Fr. Chicken	76	3.5%	80
Fast food/drive-in last 6 months: Dairy Queen	466	21.2%	133
Fast food/drive-in last 6 months: Del Taco	34	1.5%	46
Fast food/drive-in last 6 months: Domino's Pizza	235	10.7%	80
Fast food/drive-in last 6 months: Dunkin' Donuts	164	7.5%	65
Fast food/drive-in last 6 months: Fuddruckers	49	2.2%	80
Fast food/drive-in last 6 months: Hardee's	181	8.2%	121
Fast food/drive-in last 6 months: Jack in the Box	160	7.3%	70
Fast food/drive-in last 6 months: KFC	619	28.1%	102
Fast food/drive-in last 6 months: Little Caesars	185	8.4%	115
Fast food/drive-in last 6 months: Long John Silver's	208	9.5%	150
Fast food/drive-in last 6 months: McDonald's	1,276	58.0%	104
Fast food/drive-in last 6 months: Panera Bread	163	7.4%	76
Fast food/drive-in last 6 months: Papa John's	162	7.4%	85
Fast food/drive-in last 6 months: Pizza Hut	589	26.8%	121
Fast food/drive-in last 6 months: Popeyes	106	4.8%	66
Fast food/drive-in last 6 months: Quiznos	123	5.6%	62
Fast food/drive-in last 6 months: Sonic Drive-In	311	14.1%	120
Fast food/drive-in last 6 months: Starbucks	197	9.0%	60
Fast food/drive-in last 6 months: Steak n Shake	129	5.9%	117
Fast food/drive-in last 6 months: Subway	773	35.2%	111
Fast food/drive-in last 6 months: Taco Bell	770	35.0%	109
Fast food/drive-in last 6 months: Wendy's	779	35.4%	114
Fast food/drive-in last 6 months: Whataburger	140	6.4%	132
Fast food/drive-in last 6 months: White Castle	54	2.5%	61
Fast food/drive-in last 6 months: eat in	840	38.2%	101
Fast food/drive-in last 6 months: home delivery	208	9.5%	91
Fast food/drive-in last 6 months: take-out/drive-thru	1,223	55.6%	106
Fast food/drive-in last 6 months: take-out/walk-in	460	20.9%	85

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Restaurant Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Demographic Summary		2010	2015
Population		14,178	14,886
Population 18+		10,365	10,937
Households		5,165	5,452
Median Household Income		\$54,512	\$59,533
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	7,243	69.9%	97
Family restaurant/steak house last month: <2 times	2,596	25.0%	98
Family restaurant/steak house last month: 2-4 times	2,644	25.5%	94
Family restaurant/steak house last month: 5+ times	2,001	19.3%	99
Family restaurant/steak house last 6 months: breakfast	1,297	12.5%	95
Family restaurant/steak house last 6 months: lunch	2,456	23.7%	95
Family restaurant/steak house last 6 months: snack	103	1.0%	36
Family restaurant/steak house last 6 months: dinner	5,522	53.3%	101
Family restaurant/steak house last 6 months: weekday	3,830	37.0%	96
Family restaurant/steak house last 6 months: weekend	4,735	45.7%	103
Family restaurant/steak house last 6 months: Applebee's	2,633	25.4%	100
Family restaurant/steak house last 6 months: Bennigan's	135	1.3%	59
Family restaurant/steak house last 6 months: Bob Evans Farm	670	6.5%	141
Family restaurant/steak house last 6 months: Cheesecake Factory	364	3.5%	53
Family restaurant/steak house last 6 months: Chili's Grill & Bar	1,076	10.4%	90
Family restaurant/steak house last 6 months: Cracker Barrel	1,569	15.1%	137
Family restaurant/steak house last 6 months: Denny's	697	6.7%	74
Family restaurant/steak house last 6 months: Friendly's	335	3.2%	81
Family restaurant/steak house last 6 months: Golden Corral	1,004	9.7%	134
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	1,005	9.7%	83
Family restaurant/steak house last 6 months: Lone Star Steakhouse	311	3.0%	110
Family restaurant/steak house last 6 months: Old Country Buffet	236	2.3%	80
Family restaurant/steak house last 6 months: Olive Garden	1,659	16.0%	90
Family restaurant/steak house last 6 months: Outback Steakhouse	996	9.6%	84
Family restaurant/steak house last 6 months: Perkins	468	4.5%	124
Family restaurant/steak house last 6 months: Red Lobster	1,319	12.7%	95
Family restaurant/steak house last 6 months: Red Robin	434	4.2%	74
Family restaurant/steak house last 6 months: Ruby Tuesday	829	8.0%	96
Family restaurant/steak house last 6 months: Ryan's	568	5.5%	145
Family restaurant/steak house last 6 months: Sizzler	183	1.8%	59
Family restaurant/steak house last 6 months: T.G.I. Friday's	865	8.3%	81
Went to fast food/drive-in restaurant in last 6 months	9,275	89.5%	101
Went to fast food/drive-in restaurant <6 times/month	3,519	34.0%	97
Went to fast food/drive-in restaurant 6-13 times/month	3,046	29.4%	102
Went to fast food/drive-in restaurant 14+ times/month	2,710	26.1%	105
Fast food/drive-in last 6 months: breakfast	2,898	28.0%	102
Fast food/drive-in last 6 months: lunch	6,286	60.6%	103
Fast food/drive-in last 6 months: snack	1,456	14.0%	81
Fast food/drive-in last 6 months: dinner	5,493	53.0%	109

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Restaurant Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	7,233	69.8%	105
Fast food/drive-in last 6 months: weekend	5,002	48.3%	100
Fast food/drive-in last 6 months: A & W	555	5.4%	118
Fast food/drive-in last 6 months: Arby's	2,878	27.8%	135
Fast food/drive-in last 6 months: Boston Market	210	2.0%	43
Fast food/drive-in last 6 months: Burger King	4,203	40.6%	112
Fast food/drive-in last 6 months: Captain D's	740	7.1%	139
Fast food/drive-in last 6 months: Carl's Jr.	204	2.0%	32
Fast food/drive-in last 6 months: Checkers	284	2.7%	86
Fast food/drive-in last 6 months: Chick-fil-A	1,406	13.6%	105
Fast food/drive-in last 6 months: Chipotle Mex. Grill	315	3.0%	50
Fast food/drive-in last 6 months: Chuck E. Cheese	408	3.9%	88
Fast food/drive-in last 6 months: Church's Fr. Chicken	273	2.6%	61
Fast food/drive-in last 6 months: Dairy Queen	2,216	21.4%	134
Fast food/drive-in last 6 months: Del Taco	136	1.3%	39
Fast food/drive-in last 6 months: Domino's Pizza	1,150	11.1%	83
Fast food/drive-in last 6 months: Dunkin' Donuts	803	7.7%	67
Fast food/drive-in last 6 months: Fuddruckers	247	2.4%	85
Fast food/drive-in last 6 months: Hardee's	973	9.4%	138
Fast food/drive-in last 6 months: Jack in the Box	663	6.4%	62
Fast food/drive-in last 6 months: KFC	3,094	29.9%	108
Fast food/drive-in last 6 months: Little Caesars	787	7.6%	104
Fast food/drive-in last 6 months: Long John Silver's	922	8.9%	141
Fast food/drive-in last 6 months: McDonald's	6,152	59.4%	106
Fast food/drive-in last 6 months: Panera Bread	828	8.0%	82
Fast food/drive-in last 6 months: Papa John's	753	7.3%	83
Fast food/drive-in last 6 months: Pizza Hut	2,738	26.4%	120
Fast food/drive-in last 6 months: Popeyes	442	4.3%	58
Fast food/drive-in last 6 months: Quiznos	673	6.5%	72
Fast food/drive-in last 6 months: Sonic Drive-In	1,450	14.0%	119
Fast food/drive-in last 6 months: Starbucks	983	9.5%	64
Fast food/drive-in last 6 months: Steak n Shake	615	5.9%	118
Fast food/drive-in last 6 months: Subway	3,635	35.1%	111
Fast food/drive-in last 6 months: Taco Bell	3,530	34.1%	106
Fast food/drive-in last 6 months: Wendy's	3,645	35.2%	113
Fast food/drive-in last 6 months: Whataburger	469	4.5%	94
Fast food/drive-in last 6 months: White Castle	284	2.7%	68
Fast food/drive-in last 6 months: eat in	4,153	40.1%	106
Fast food/drive-in last 6 months: home delivery	917	8.8%	85
Fast food/drive-in last 6 months: take-out/drive-thru	5,915	57.1%	109
Fast food/drive-in last 6 months: take-out/walk-in	2,202	21.2%	86

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March 27, 2012

Made with Esri Business Analyst





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Restaurant Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Demographic Summary		2010	2015
Population		41,787	44,368
Population 18+		30,071	31,950
Households		14,745	15,727
Median Household Income		\$68,347	\$76,434
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	22,990	76.5%	106
Family restaurant/steak house last month: <2 times	7,851	26.1%	102
Family restaurant/steak house last month: 2-4 times	8,586	28.6%	106
Family restaurant/steak house last month: 5+ times	6,552	21.8%	112
Family restaurant/steak house last 6 months: breakfast	4,304	14.3%	109
Family restaurant/steak house last 6 months: lunch	8,086	26.9%	108
Family restaurant/steak house last 6 months: snack	564	1.9%	67
Family restaurant/steak house last 6 months: dinner	17,920	59.6%	113
Family restaurant/steak house last 6 months: weekday	12,760	42.4%	110
Family restaurant/steak house last 6 months: weekend	15,097	50.2%	113
Family restaurant/steak house last 6 months: Applebee's	8,675	28.8%	114
Family restaurant/steak house last 6 months: Bennigan's	682	2.3%	103
Family restaurant/steak house last 6 months: Bob Evans Farm	1,730	5.8%	125
Family restaurant/steak house last 6 months: Cheesecake Factory	1,976	6.6%	100
Family restaurant/steak house last 6 months: Chili's Grill & Bar	4,195	14.0%	120
Family restaurant/steak house last 6 months: Cracker Barrel	4,224	14.0%	127
Family restaurant/steak house last 6 months: Denny's	2,498	8.3%	92
Family restaurant/steak house last 6 months: Friendly's	1,088	3.6%	91
Family restaurant/steak house last 6 months: Golden Corral	2,401	8.0%	111
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	3,635	12.1%	104
Family restaurant/steak house last 6 months: Lone Star Steakhouse	998	3.3%	122
Family restaurant/steak house last 6 months: Old Country Buffet	742	2.5%	87
Family restaurant/steak house last 6 months: Olive Garden	6,245	20.8%	117
Family restaurant/steak house last 6 months: Outback Steakhouse	3,828	12.7%	111
Family restaurant/steak house last 6 months: Perkins	1,212	4.0%	111
Family restaurant/steak house last 6 months: Red Lobster	4,443	14.8%	110
Family restaurant/steak house last 6 months: Red Robin	2,147	7.1%	126
Family restaurant/steak house last 6 months: Ruby Tuesday	2,819	9.4%	112
Family restaurant/steak house last 6 months: Ryan's	1,061	3.5%	94
Family restaurant/steak house last 6 months: Sizzler	569	1.9%	63
Family restaurant/steak house last 6 months: T.G.I. Friday's	3,518	11.7%	114
Went to fast food/drive-in restaurant in last 6 months	27,456	91.3%	103
Went to fast food/drive-in restaurant <6 times/month	10,156	33.8%	96
Went to fast food/drive-in restaurant 6-13 times/month	9,269	30.8%	107
Went to fast food/drive-in restaurant 14+ times/month	8,030	26.7%	107
Fast food/drive-in last 6 months: breakfast	8,880	29.5%	107
Fast food/drive-in last 6 months: lunch	19,339	64.3%	109
Fast food/drive-in last 6 months: snack	5,033	16.7%	96
Fast food/drive-in last 6 months: dinner	16,293	54.2%	112

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March 27, 2012

Made with Esri Business Analyst





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Restaurant Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	21,797	72.5%	109
Fast food/drive-in last 6 months: weekend	15,406	51.2%	106
Fast food/drive-in last 6 months: A & W	1,614	5.4%	118
Fast food/drive-in last 6 months: Arby's	7,941	26.4%	128
Fast food/drive-in last 6 months: Boston Market	1,332	4.4%	93
Fast food/drive-in last 6 months: Burger King	11,782	39.2%	108
Fast food/drive-in last 6 months: Captain D's	1,560	5.2%	101
Fast food/drive-in last 6 months: Carl's Jr.	1,308	4.4%	70
Fast food/drive-in last 6 months: Checkers	841	2.8%	88
Fast food/drive-in last 6 months: Chick-fil-A	5,020	16.7%	130
Fast food/drive-in last 6 months: Chipotle Mex. Grill	2,102	7.0%	115
Fast food/drive-in last 6 months: Chuck E. Cheese	1,386	4.6%	103
Fast food/drive-in last 6 months: Church's Fr. Chicken	923	3.1%	71
Fast food/drive-in last 6 months: Dairy Queen	5,944	19.8%	124
Fast food/drive-in last 6 months: Del Taco	812	2.7%	81
Fast food/drive-in last 6 months: Domino's Pizza	3,835	12.8%	95
Fast food/drive-in last 6 months: Dunkin' Donuts	3,084	10.3%	89
Fast food/drive-in last 6 months: Fuddruckers	1,045	3.5%	124
Fast food/drive-in last 6 months: Hardee's	2,103	7.0%	103
Fast food/drive-in last 6 months: Jack in the Box	2,752	9.2%	88
Fast food/drive-in last 6 months: KFC	8,683	28.9%	105
Fast food/drive-in last 6 months: Little Caesars	2,295	7.6%	104
Fast food/drive-in last 6 months: Long John Silver's	2,115	7.0%	111
Fast food/drive-in last 6 months: McDonald's	18,084	60.1%	108
Fast food/drive-in last 6 months: Panera Bread	3,641	12.1%	124
Fast food/drive-in last 6 months: Papa John's	2,835	9.4%	108
Fast food/drive-in last 6 months: Pizza Hut	7,466	24.8%	112
Fast food/drive-in last 6 months: Popeyes	1,767	5.9%	80
Fast food/drive-in last 6 months: Quiznos	2,961	9.8%	109
Fast food/drive-in last 6 months: Sonic Drive-In	4,044	13.4%	114
Fast food/drive-in last 6 months: Starbucks	4,922	16.4%	110
Fast food/drive-in last 6 months: Steak n Shake	1,878	6.2%	124
Fast food/drive-in last 6 months: Subway	10,823	36.0%	113
Fast food/drive-in last 6 months: Taco Bell	10,700	35.6%	111
Fast food/drive-in last 6 months: Wendy's	10,555	35.1%	113
Fast food/drive-in last 6 months: Whataburger	1,436	4.8%	99
Fast food/drive-in last 6 months: White Castle	1,007	3.3%	83
Fast food/drive-in last 6 months: eat in	12,408	41.3%	110
Fast food/drive-in last 6 months: home delivery	3,141	10.4%	100
Fast food/drive-in last 6 months: take-out/drive-thru	17,656	58.7%	112
Fast food/drive-in last 6 months: take-out/walk-in	7,256	24.1%	98

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Sports and Leisure Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Demographic Summary		2010	2015
Population		3,111	3,162
Population 18+		2,199	2,250
Households		1,152	1,178
Median Household Income		\$50,608	\$56,804
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	189	8.6%	87
Participated in archery	89	4.0%	152
Participated in backpacking/hiking	164	7.5%	79
Participated in baseball	139	6.3%	122
Participated in basketball	203	9.2%	99
Participated in bicycling (mountain)	71	3.2%	88
Participated in bicycling (road)	223	10.1%	105
Participated in boating (power)	146	6.6%	108
Participated in bowling	273	12.4%	106
Participated in canoeing/kayaking	120	5.5%	114
Participated in downhill skiing	55	2.5%	86
Participated in fishing (fresh water)	346	15.7%	120
Participated in fishing (salt water)	91	4.1%	91
Participated in football	145	6.6%	106
Participated in Frisbee	125	5.7%	104
Participated in golf	208	9.5%	91
Play golf < once a month	68	3.1%	78
Play golf 1+ times a month	102	4.6%	86
Participated in horseback riding	87	4.0%	130
Participated in hunting with rifle	171	7.8%	160
Participated in hunting with shotgun	127	5.8%	136
Participated in ice skating	67	3.0%	106
Participated in jogging/running	183	8.3%	79
Participated in martial arts	37	1.7%	120
Participated in motorcycling	92	4.2%	114
Participated in Pilates	82	3.7%	114
Participated in roller skating	77	3.5%	167
Participated in snowboarding	31	1.4%	73
Participated in soccer	89	4.0%	94
Participated in softball	107	4.9%	125
Participated in swimming	474	21.6%	111
Participated in target shooting	92	4.2%	108
Participated in tennis	82	3.7%	87
Participated in volleyball	114	5.2%	148
Participated in walking for exercise	575	26.1%	88
Participated in weight lifting	252	11.5%	97
Participated in yoga	71	3.2%	56
Spent on high end sports/recreation equipment/12 mo: <\$250	83	3.8%	85
Spent on high end sports/recreation equipment/12 mo: \$250+	72	3.3%	84
Attend sports event: auto racing (NASCAR)	180	8.2%	112
Attend sports event: auto racing (not NASCAR)	144	6.5%	103
Attend sports event: baseball game	310	14.1%	95

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March 27, 2012

Made with Esri Business Analyst



# Sports and Leisure Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 1 mile radius

www.ClermontCountyOhio.biz  
Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	157	7.1%	90
Attend sports event: basketball game (pro)	137	6.2%	73
Attend sports event: football game (college)	221	10.1%	97
Attend sports event: football-Monday night game (pro)	117	5.3%	87
Attend sports event: football-weekend game (pro)	162	7.4%	81
Attend sports event: golf tournament	100	4.5%	82
Attend sports event: ice hockey game	120	5.5%	82
Attend sports event: soccer game	123	5.6%	90
Attend sports event: tennis match	99	4.5%	91
Attended adult education course in last 12 months	150	6.8%	103
Attended auto show in last 12 months	228	10.4%	125
Went to bar/night club in last 12 months	462	21.0%	110
Went to beach in last 12 months	428	19.5%	79
Attended dance performance in last 12 months	62	2.8%	63
Danced/went dancing in last 12 months	170	7.7%	81
Dined out in last 12 months	1,030	46.8%	95
Dine out < once a month	82	3.7%	79
Dine out once a month	161	7.3%	118
Dine out 2-3 times a month	215	9.8%	85
Dine out once a week	262	11.9%	103
Dine out 2+ times per week	171	7.8%	79
Gambled at casino in last 12 months	250	11.4%	71
Gambled at casino 6+ times in last 12 months	47	2.1%	79
Gambled in Atlantic City in last 12 months	22	1.0%	39
Gambled in Las Vegas in last 12 months	51	2.3%	49
Attended horse races in last 12 months	46	2.1%	71
Attended movies in last 6 months	1,072	48.7%	83
Attended movies in last 90 days: < once a month	576	26.2%	81
Attended movies in last 90 days: once a month	203	9.2%	90
Attended movies in last 90 days: 2-3 times a month	135	6.1%	91
Attended movies in last 90 days: once/week or more	32	1.5%	57
Prefer to see movie after second week of release	471	21.4%	90
Went to museum in last 12 months	155	7.0%	55
Attended music performance in last 12 months	468	21.3%	90
Attended country music performance in last 12 mo	137	6.2%	123
Attended rock music performance in last 12 months	230	10.5%	96
Attended classical music/opera performance/12 mo	71	3.2%	70
Went to live theater in last 12 months	151	6.9%	52
Visited a theme park in last 12 months	388	17.6%	82
Visited Disney World (FL)/12 mo: Magic Kingdom	43	2.0%	58
Visited any Sea World in last 12 months	46	2.1%	62
Visited any Six Flags in last 12 months	88	4.0%	69
Went to zoo in last 12 months	282	12.8%	101
Played backgammon in last 12 months	25	1.1%	57
Participated in book club in last 12 months	49	2.2%	70
Played billiards/pool in last 12 months	226	10.3%	107
Played bingo in last 12 months	80	3.6%	86
Did birdwatching in last 12 months	138	6.3%	101
Played board game in last 12 months	346	15.7%	96

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Sports and Leisure Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	437	19.9%	95
Played chess in last 12 months	57	2.6%	71
Cooked for fun in last 12 months	393	17.9%	86
Did crossword puzzle in last 12 months	329	15.0%	103
Participated in fantasy sports league last 12 mo	38	1.7%	53
Flew a kite in last 12 months	52	2.4%	84
Did furniture refinishing in last 12 months	77	3.5%	109
Did indoor gardening/plant care in last 12 months	190	8.6%	86
Participated in karaoke in last 12 months	107	4.9%	110
Bought lottery ticket in last 12 months	760	34.6%	100
Bought lottery ticket in last 12 mo: Daily Drawing	62	2.8%	58
Bought lottery ticket in last 12 mo: Instant Game	457	20.8%	131
Bought lottery ticket in last 12 mo: Lotto Drawing	366	16.6%	78
Played lottery: <3 times in last 30 days	301	13.7%	87
Played lottery: 3-7 times in last 30 days	243	11.1%	115
Played lottery: 8+ times in last 30 days	216	9.8%	105
Played musical instrument in last 12 months	145	6.6%	83
Did painting/drawing in last 12 months	133	6.0%	92
Did photography in last 12 months	272	12.4%	98
Read book in last 12 months	785	35.7%	88
Participated in trivia games in last 12 months	153	7.0%	115
Played video game in last 12 months	360	16.4%	123
Did woodworking in last 12 months	126	5.7%	122
Participated in word games in last 12 months	187	8.5%	89
Member of AARP	265	12.1%	78
Member of business club	39	1.8%	71
Member of charitable organization	108	4.9%	78
Member of church board	95	4.3%	100
Member of fraternal order	71	3.2%	91
Member of religious club	91	4.1%	65
Member of union	87	4.0%	75
Member of veterans club	86	3.9%	115
Bought any children`s toy/game in last 12 months	828	37.7%	109
Spent on toys/games in last 12 months: <\$50	150	6.8%	112
Spent on toys/games in last 12 months: \$50-99	83	3.8%	137
Spent on toys/games in last 12 months: \$100-199	171	7.8%	108
Spent on toys/games in last 12 months: \$200-499	258	11.7%	108
Spent on toys/games in last 12 months: \$500+	124	5.6%	98
Bought infant toy in last 12 months	211	9.6%	115
Bought pre-school toy in last 12 months	181	8.2%	102
Spent on toys/games (for child <6)/12 mo: <\$100	264	12.0%	108
Spent on toys/games (for child <6)/12 mo: \$100-199	183	8.3%	124
Spent on toys/games (for child <6)/12 mo: \$200+	179	8.1%	105
Bought for child in last 12 mo: boy action figure	201	9.1%	113
Bought for child in last 12 mo: girl action figure	61	2.8%	90
Bought for child in last 12 mo: bicycle	172	7.8%	114
Bought for child in last 12 mo: board game	250	11.4%	96

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	85	3.9%	114
Bought for child in last 12 mo: car	233	10.6%	115
Bought for child in last 12 mo: construction toy	92	4.2%	85
Bought for child in last 12 mo: large/baby doll	219	10.0%	152
Bought for child in last 12 mo: fashion doll	122	5.5%	109
Bought for child in last 12 mo: plush doll/animal	232	10.6%	125
Bought for child in last 12 mo: doll accessories	105	4.8%	119
Bought for child in last 12 mo: doll clothing	106	4.8%	117
Bought for child in last 12 mo: educational toy	303	13.8%	101
Bought for child in last 12 mo: electronic game	244	11.1%	119
Bought for child in last 12 mo: mechanical toy	131	6.0%	149
Bought for child in last 12 mo: model kit/set	61	2.8%	108
Bought for child in last 12 mo: sound game	64	2.9%	104
Bought for child in last 12 mo: water toy	233	10.6%	111
Bought for child in last 12 mo: word game	80	3.6%	94
Bought book in last 12 months	1,060	48.2%	96
Bought 1-3 books in last 12 months	460	20.9%	106
Bought 4-9 books in last 12 months	346	15.7%	101
Bought 10+ books in last 12 months	254	11.6%	76
Bought paperback book in last 12 months	783	35.6%	94
Bought <3 paperback books in last 12 months	297	13.5%	104
Bought 3-6 paperback books in last 12 months	269	12.2%	93
Bought 7+ paperback books in last 12 months	217	9.9%	84
Bought hardcover book in last 12 months	546	24.8%	89
Bought <3 hardcover books in last 12 months	295	13.4%	109
Bought 3-5 hardcover books in last 12 months	135	6.1%	77
Bought 6+ hardcover books in last 12 months	116	5.3%	67
Bought book (fiction) in last 12 months	551	25.1%	89
Bought book (non-fiction) in last 12 months	487	22.1%	87
Bought biography in last 12 months	99	4.5%	62
Bought children's book in last 12 months	270	12.3%	96
Bought cookbook in last 12 months	249	11.3%	103
Bought desk dictionary in last 12 months	29	1.3%	65
Bought history book in last 12 months	113	5.1%	68
Bought mystery book in last 12 months	220	10.0%	89
Bought personal/business self-help book last 12 mo	148	6.7%	94
Bought religious book (not bible) last 12 months	175	8.0%	105
Bought romance book in last 12 months	174	7.9%	121
Bought science fiction book in last 12 months	95	4.3%	95
Bought book through book club in last 12 months	93	4.2%	98
Bought book at book store in last 12 months	585	26.6%	79
Bought book at Barnes & Noble in last 12 months	305	13.9%	70
Bought book at Borders in last 12 months	160	7.3%	66
Bought book at convenience store in last 12 months	46	2.1%	94
Bought book at department store in last 12 months	289	13.1%	172
Bought book at drug store in last 12 months	42	1.9%	84
Bought book through Internet in last 12 mo	150	6.8%	67
Bought book through mail order in last 12 months	89	4.0%	119
Bought book at supermarket in last 12 months	183	8.3%	160
Bought book at warehouse store in last 12 months	104	4.7%	81

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Sports and Leisure Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Demographic Summary		2010	2015
Population		14,178	14,886
Population 18+		10,365	10,937
Households		5,165	5,452
Median Household Income		\$54,512	\$59,533
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	839	8.1%	82
Participated in archery	434	4.2%	158
Participated in backpacking/hiking	862	8.3%	88
Participated in baseball	575	5.5%	107
Participated in basketball	881	8.5%	91
Participated in bicycling (mountain)	343	3.3%	90
Participated in bicycling (road)	969	9.3%	97
Participated in boating (power)	740	7.1%	116
Participated in bowling	1,270	12.3%	105
Participated in canoeing/kayaking	589	5.7%	119
Participated in downhill skiing	278	2.7%	92
Participated in fishing (fresh water)	1,865	18.0%	137
Participated in fishing (salt water)	419	4.0%	89
Participated in football	624	6.0%	97
Participated in Frisbee	548	5.3%	97
Participated in golf	1,004	9.7%	93
Play golf < once a month	343	3.3%	84
Play golf 1+ times a month	516	5.0%	92
Participated in horseback riding	409	3.9%	130
Participated in hunting with rifle	871	8.4%	173
Participated in hunting with shotgun	694	6.7%	158
Participated in ice skating	295	2.8%	99
Participated in jogging/running	835	8.1%	76
Participated in martial arts	144	1.4%	99
Participated in motorcycling	483	4.7%	126
Participated in Pilates	336	3.2%	99
Participated in roller skating	301	2.9%	139
Participated in snowboarding	155	1.5%	78
Participated in soccer	384	3.7%	86
Participated in softball	479	4.6%	118
Participated in swimming	2,225	21.5%	110
Participated in target shooting	478	4.6%	120
Participated in tennis	353	3.4%	80
Participated in volleyball	472	4.6%	130
Participated in walking for exercise	2,911	28.1%	94
Participated in weight lifting	1,105	10.7%	91
Participated in yoga	336	3.2%	56
Spent on high end sports/recreation equipment/12 mo: <\$250	436	4.2%	95
Spent on high end sports/recreation equipment/12 mo: \$250+	352	3.4%	87
Attend sports event: auto racing (NASCAR)	829	8.0%	109
Attend sports event: auto racing (not NASCAR)	689	6.6%	105
Attend sports event: baseball game	1,408	13.6%	92

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# Sports and Leisure Market Potential

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Ring: 3 miles radius

www.ClermontCountyOhio.biz  
Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	738	7.1%	90
Attend sports event: basketball game (pro)	641	6.2%	72
Attend sports event: football game (college)	1,025	9.9%	96
Attend sports event: football-Monday night game (pro)	551	5.3%	87
Attend sports event: football-weekend game (pro)	762	7.4%	81
Attend sports event: golf tournament	489	4.7%	85
Attend sports event: ice hockey game	600	5.8%	87
Attend sports event: soccer game	554	5.3%	86
Attend sports event: tennis match	440	4.2%	86
Attended adult education course in last 12 months	691	6.7%	101
Attended auto show in last 12 months	1,029	9.9%	120
Went to bar/night club in last 12 months	2,016	19.5%	102
Went to beach in last 12 months	2,113	20.4%	83
Attended dance performance in last 12 months	304	2.9%	66
Danced/went dancing in last 12 months	764	7.4%	78
Dined out in last 12 months	5,103	49.2%	100
Dine out < once a month	443	4.3%	91
Dine out once a month	774	7.5%	121
Dine out 2-3 times a month	1,159	11.2%	97
Dine out once a week	1,221	11.8%	102
Dine out 2+ times per week	890	8.6%	87
Gambled at casino in last 12 months	1,246	12.0%	75
Gambled at casino 6+ times in last 12 months	229	2.2%	81
Gambled in Atlantic City in last 12 months	116	1.1%	44
Gambled in Las Vegas in last 12 months	240	2.3%	48
Attended horse races in last 12 months	208	2.0%	68
Attended movies in last 6 months	5,216	50.3%	86
Attended movies in last 90 days: < once a month	2,943	28.4%	88
Attended movies in last 90 days: once a month	888	8.6%	84
Attended movies in last 90 days: 2-3 times a month	565	5.5%	81
Attended movies in last 90 days: once/week or more	159	1.5%	60
Prefer to see movie after second week of release	2,309	22.3%	94
Went to museum in last 12 months	848	8.2%	64
Attended music performance in last 12 months	2,241	21.6%	91
Attended country music performance in last 12 mo	663	6.4%	126
Attended rock music performance in last 12 months	1,015	9.8%	90
Attended classical music/opera performance/12 mo	330	3.2%	69
Went to live theater in last 12 months	836	8.1%	61
Visited a theme park in last 12 months	1,824	17.6%	82
Visited Disney World (FL)/12 mo: Magic Kingdom	243	2.3%	69
Visited any Sea World in last 12 months	199	1.9%	57
Visited any Six Flags in last 12 months	368	3.6%	61
Went to zoo in last 12 months	1,341	12.9%	101
Played backgammon in last 12 months	128	1.2%	62
Participated in book club in last 12 months	260	2.5%	79
Played billiards/pool in last 12 months	1,004	9.7%	101
Played bingo in last 12 months	382	3.7%	87
Did birdwatching in last 12 months	787	7.6%	122
Played board game in last 12 months	1,681	16.2%	99

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

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www.ClermontCountyOhio.biz

Latitude: 39.23081  
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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	2,202	21.2%	101
Played chess in last 12 months	275	2.7%	73
Cooked for fun in last 12 months	1,985	19.2%	92
Did crossword puzzle in last 12 months	1,543	14.9%	102
Participated in fantasy sports league last 12 mo	227	2.2%	67
Flew a kite in last 12 months	262	2.5%	89
Did furniture refinishing in last 12 months	329	3.2%	98
Did indoor gardening/plant care in last 12 months	992	9.6%	95
Participated in karaoke in last 12 months	447	4.3%	97
Bought lottery ticket in last 12 months	3,601	34.7%	100
Bought lottery ticket in last 12 mo: Daily Drawing	309	3.0%	61
Bought lottery ticket in last 12 mo: Instant Game	2,033	19.6%	123
Bought lottery ticket in last 12 mo: Lotto Drawing	1,954	18.9%	88
Played lottery: <3 times in last 30 days	1,500	14.5%	92
Played lottery: 3-7 times in last 30 days	1,113	10.7%	111
Played lottery: 8+ times in last 30 days	989	9.5%	102
Played musical instrument in last 12 months	719	6.9%	87
Did painting/drawing in last 12 months	589	5.7%	87
Did photography in last 12 months	1,330	12.8%	102
Read book in last 12 months	3,887	37.5%	92
Participated in trivia games in last 12 months	643	6.2%	103
Played video game in last 12 months	1,528	14.7%	111
Did woodworking in last 12 months	631	6.1%	130
Participated in word games in last 12 months	899	8.7%	91
Member of AARP	1,390	13.4%	87
Member of business club	198	1.9%	77
Member of charitable organization	512	4.9%	78
Member of church board	482	4.7%	108
Member of fraternal order	363	3.5%	99
Member of religious club	541	5.2%	82
Member of union	478	4.6%	88
Member of veterans club	401	3.9%	114
Bought any children`s toy/game in last 12 months	3,819	36.8%	106
Spent on toys/games in last 12 months: <\$50	706	6.8%	112
Spent on toys/games in last 12 months: \$50-99	339	3.3%	119
Spent on toys/games in last 12 months: \$100-199	780	7.5%	105
Spent on toys/games in last 12 months: \$200-499	1,180	11.4%	105
Spent on toys/games in last 12 months: \$500+	597	5.8%	100
Bought infant toy in last 12 months	972	9.4%	112
Bought pre-school toy in last 12 months	836	8.1%	100
Spent on toys/games (for child <6)/12 mo: <\$100	1,293	12.5%	112
Spent on toys/games (for child <6)/12 mo: \$100-199	761	7.3%	109
Spent on toys/games (for child <6)/12 mo: \$200+	796	7.7%	99
Bought for child in last 12 mo: boy action figure	916	8.8%	109
Bought for child in last 12 mo: girl action figure	285	2.8%	89
Bought for child in last 12 mo: bicycle	759	7.3%	107
Bought for child in last 12 mo: board game	1,219	11.8%	99

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ECONOMIC DEVELOPMENT

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www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	392	3.8%	112
Bought for child in last 12 mo: car	1,119	10.8%	117
Bought for child in last 12 mo: construction toy	502	4.8%	98
Bought for child in last 12 mo: large/baby doll	856	8.3%	126
Bought for child in last 12 mo: fashion doll	579	5.6%	109
Bought for child in last 12 mo: plush doll/animal	1,050	10.1%	120
Bought for child in last 12 mo: doll accessories	456	4.4%	109
Bought for child in last 12 mo: doll clothing	477	4.6%	112
Bought for child in last 12 mo: educational toy	1,462	14.1%	104
Bought for child in last 12 mo: electronic game	1,135	11.0%	117
Bought for child in last 12 mo: mechanical toy	526	5.1%	127
Bought for child in last 12 mo: model kit/set	277	2.7%	104
Bought for child in last 12 mo: sound game	280	2.7%	96
Bought for child in last 12 mo: water toy	1,083	10.4%	109
Bought for child in last 12 mo: word game	364	3.5%	91
Bought book in last 12 months	4,951	47.8%	95
Bought 1-3 books in last 12 months	2,080	20.1%	102
Bought 4-9 books in last 12 months	1,588	15.3%	98
Bought 10+ books in last 12 months	1,284	12.4%	82
Bought paperback book in last 12 months	3,752	36.2%	96
Bought <3 paperback books in last 12 months	1,361	13.1%	101
Bought 3-6 paperback books in last 12 months	1,306	12.6%	96
Bought 7+ paperback books in last 12 months	1,085	10.5%	89
Bought hardcover book in last 12 months	2,575	24.8%	89
Bought <3 hardcover books in last 12 months	1,326	12.8%	104
Bought 3-5 hardcover books in last 12 months	676	6.5%	81
Bought 6+ hardcover books in last 12 months	573	5.5%	70
Bought book (fiction) in last 12 months	2,685	25.9%	92
Bought book (non-fiction) in last 12 months	2,298	22.2%	87
Bought biography in last 12 months	510	4.9%	68
Bought children's book in last 12 months	1,299	12.5%	98
Bought cookbook in last 12 months	1,158	11.2%	102
Bought desk dictionary in last 12 months	129	1.2%	61
Bought history book in last 12 months	570	5.5%	73
Bought mystery book in last 12 months	1,094	10.6%	94
Bought personal/business self-help book last 12 mo	655	6.3%	88
Bought religious book (not bible) last 12 months	792	7.6%	101
Bought romance book in last 12 months	753	7.3%	111
Bought science fiction book in last 12 months	457	4.4%	97
Bought book through book club in last 12 months	463	4.5%	103
Bought book at book store in last 12 months	2,886	27.8%	83
Bought book at Barnes & Noble in last 12 months	1,489	14.4%	73
Bought book at Borders in last 12 months	822	7.9%	71
Bought book at convenience store in last 12 months	199	1.9%	86
Bought book at department store in last 12 months	1,200	11.6%	151
Bought book at drug store in last 12 months	190	1.8%	81
Bought book through Internet in last 12 mo	750	7.2%	71
Bought book through mail order in last 12 months	410	4.0%	116
Bought book at supermarket in last 12 months	761	7.3%	141
Bought book at warehouse store in last 12 months	481	4.6%	80

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Sports and Leisure Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Demographic Summary		2010	2015
Population		41,787	44,368
Population 18+		30,071	31,950
Households		14,745	15,727
Median Household Income		\$68,347	\$76,434
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	3,236	10.8%	109
Participated in archery	1,026	3.4%	128
Participated in backpacking/hiking	3,122	10.4%	110
Participated in baseball	1,726	5.7%	110
Participated in basketball	2,924	9.7%	104
Participated in bicycling (mountain)	1,267	4.2%	114
Participated in bicycling (road)	3,302	11.0%	114
Participated in boating (power)	2,265	7.5%	122
Participated in bowling	4,147	13.8%	118
Participated in canoeing/kayaking	1,705	5.7%	118
Participated in downhill skiing	1,004	3.3%	114
Participated in fishing (fresh water)	5,001	16.6%	127
Participated in fishing (salt water)	1,364	4.5%	99
Participated in football	1,937	6.4%	103
Participated in Frisbee	1,833	6.1%	112
Participated in golf	3,858	12.8%	124
Play golf < once a month	1,464	4.9%	123
Play golf 1+ times a month	1,984	6.6%	122
Participated in horseback riding	1,133	3.8%	124
Participated in hunting with rifle	2,003	6.7%	137
Participated in hunting with shotgun	1,653	5.5%	129
Participated in ice skating	948	3.2%	109
Participated in jogging/running	3,465	11.5%	109
Participated in martial arts	382	1.3%	90
Participated in motorcycling	1,318	4.4%	119
Participated in Pilates	1,086	3.6%	110
Participated in roller skating	644	2.1%	102
Participated in snowboarding	511	1.7%	88
Participated in soccer	1,254	4.2%	97
Participated in softball	1,392	4.6%	118
Participated in swimming	7,015	23.3%	120
Participated in target shooting	1,406	4.7%	121
Participated in tennis	1,339	4.5%	104
Participated in volleyball	1,238	4.1%	118
Participated in walking for exercise	9,741	32.4%	109
Participated in weight lifting	4,042	13.4%	114
Participated in yoga	1,537	5.1%	88
Spent on high end sports/recreation equipment/12 mo: <\$250	1,376	4.6%	104
Spent on high end sports/recreation equipment/12 mo: \$250+	1,356	4.5%	116
Attend sports event: auto racing (NASCAR)	2,438	8.1%	110
Attend sports event: auto racing (not NASCAR)	2,052	6.8%	108
Attend sports event: baseball game	5,068	16.9%	114

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	2,455	8.2%	103
Attend sports event: basketball game (pro)	2,636	8.8%	103
Attend sports event: football game (college)	3,504	11.7%	113
Attend sports event: football-Monday night game (pro)	1,836	6.1%	100
Attend sports event: football-weekend game (pro)	2,903	9.7%	106
Attend sports event: golf tournament	1,805	6.0%	108
Attend sports event: ice hockey game	2,199	7.3%	110
Attend sports event: soccer game	1,922	6.4%	103
Attend sports event: tennis match	1,436	4.8%	97
Attended adult education course in last 12 months	2,203	7.3%	111
Attended auto show in last 12 months	2,899	9.6%	116
Went to bar/night club in last 12 months	6,201	20.6%	108
Went to beach in last 12 months	7,911	26.3%	107
Attended dance performance in last 12 months	1,192	4.0%	89
Danced/went dancing in last 12 months	2,594	8.6%	91
Dined out in last 12 months	16,410	54.6%	111
Dine out < once a month	1,464	4.9%	104
Dine out once a month	2,184	7.3%	117
Dine out 2-3 times a month	3,773	12.5%	109
Dine out once a week	4,076	13.6%	118
Dine out 2+ times per week	3,086	10.3%	104
Gambled at casino in last 12 months	4,790	15.9%	99
Gambled at casino 6+ times in last 12 months	705	2.3%	86
Gambled in Atlantic City in last 12 months	495	1.6%	65
Gambled in Las Vegas in last 12 months	1,352	4.5%	94
Attended horse races in last 12 months	703	2.3%	79
Attended movies in last 6 months	17,828	59.3%	101
Attended movies in last 90 days: < once a month	10,164	33.8%	105
Attended movies in last 90 days: once a month	3,236	10.8%	105
Attended movies in last 90 days: 2-3 times a month	1,951	6.5%	96
Attended movies in last 90 days: once/week or more	524	1.7%	68
Prefer to see movie after second week of release	7,680	25.5%	108
Went to museum in last 12 months	3,758	12.5%	98
Attended music performance in last 12 months	7,720	25.7%	108
Attended country music performance in last 12 mo	1,775	5.9%	116
Attended rock music performance in last 12 months	3,540	11.8%	108
Attended classical music/opera performance/12 mo	1,261	4.2%	91
Went to live theater in last 12 months	3,884	12.9%	98
Visited a theme park in last 12 months	7,002	23.3%	108
Visited Disney World (FL)/12 mo: Magic Kingdom	1,144	3.8%	112
Visited any Sea World in last 12 months	1,130	3.8%	111
Visited any Six Flags in last 12 months	1,536	5.1%	88
Went to zoo in last 12 months	4,612	15.3%	120
Played backgammon in last 12 months	540	1.8%	90
Participated in book club in last 12 months	897	3.0%	94
Played billiards/pool in last 12 months	3,068	10.2%	106
Played bingo in last 12 months	1,210	4.0%	95
Did birdwatching in last 12 months	2,244	7.5%	120
Played board game in last 12 months	5,816	19.3%	119

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	7,001	23.3%	111
Played chess in last 12 months	1,051	3.5%	96
Cooked for fun in last 12 months	6,531	21.7%	104
Did crossword puzzle in last 12 months	4,635	15.4%	106
Participated in fantasy sports league last 12 mo	1,015	3.4%	104
Flew a kite in last 12 months	933	3.1%	110
Did furniture refinishing in last 12 months	1,021	3.4%	105
Did indoor gardening/plant care in last 12 months	3,158	10.5%	104
Participated in karaoke in last 12 months	1,323	4.4%	99
Bought lottery ticket in last 12 months	10,844	36.1%	104
Bought lottery ticket in last 12 mo: Daily Drawing	1,078	3.6%	74
Bought lottery ticket in last 12 mo: Instant Game	5,137	17.1%	108
Bought lottery ticket in last 12 mo: Lotto Drawing	6,784	22.6%	105
Played lottery: <3 times in last 30 days	4,975	16.5%	105
Played lottery: 3-7 times in last 30 days	3,125	10.4%	108
Played lottery: 8+ times in last 30 days	2,745	9.1%	98
Played musical instrument in last 12 months	2,379	7.9%	99
Did painting/drawing in last 12 months	1,808	6.0%	92
Did photography in last 12 months	4,371	14.5%	115
Read book in last 12 months	13,024	43.3%	106
Participated in trivia games in last 12 months	2,095	7.0%	116
Played video game in last 12 months	4,478	14.9%	112
Did woodworking in last 12 months	1,767	5.9%	125
Participated in word games in last 12 months	2,916	9.7%	102
Member of AARP	4,544	15.1%	98
Member of business club	846	2.8%	113
Member of charitable organization	1,946	6.5%	102
Member of church board	1,368	4.5%	106
Member of fraternal order	1,128	3.8%	106
Member of religious club	1,987	6.6%	103
Member of union	1,663	5.5%	105
Member of veterans club	1,039	3.5%	101
Bought any children`s toy/game in last 12 months	11,602	38.6%	111
Spent on toys/games in last 12 months: <\$50	2,080	6.9%	114
Spent on toys/games in last 12 months: \$50-99	870	2.9%	105
Spent on toys/games in last 12 months: \$100-199	2,244	7.5%	104
Spent on toys/games in last 12 months: \$200-499	3,575	11.9%	110
Spent on toys/games in last 12 months: \$500+	2,087	6.9%	121
Bought infant toy in last 12 months	2,735	9.1%	109
Bought pre-school toy in last 12 months	2,707	9.0%	111
Spent on toys/games (for child <6)/12 mo: <\$100	3,761	12.5%	113
Spent on toys/games (for child <6)/12 mo: \$100-199	2,130	7.1%	105
Spent on toys/games (for child <6)/12 mo: \$200+	2,537	8.4%	109
Bought for child in last 12 mo: boy action figure	2,646	8.8%	109
Bought for child in last 12 mo: girl action figure	874	2.9%	94
Bought for child in last 12 mo: bicycle	2,298	7.6%	112
Bought for child in last 12 mo: board game	4,230	14.1%	119

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Sports and Leisure Market Potential

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	1,173	3.9%	115
Bought for child in last 12 mo: car	3,116	10.4%	112
Bought for child in last 12 mo: construction toy	1,642	5.5%	111
Bought for child in last 12 mo: large/baby doll	2,091	7.0%	106
Bought for child in last 12 mo: fashion doll	1,628	5.4%	106
Bought for child in last 12 mo: plush doll/animal	3,153	10.5%	125
Bought for child in last 12 mo: doll accessories	1,283	4.3%	106
Bought for child in last 12 mo: doll clothing	1,299	4.3%	105
Bought for child in last 12 mo: educational toy	4,656	15.5%	114
Bought for child in last 12 mo: electronic game	3,503	11.6%	125
Bought for child in last 12 mo: mechanical toy	1,449	4.8%	121
Bought for child in last 12 mo: model kit/set	870	2.9%	112
Bought for child in last 12 mo: sound game	769	2.6%	91
Bought for child in last 12 mo: water toy	3,433	11.4%	119
Bought for child in last 12 mo: word game	1,183	3.9%	102
Bought book in last 12 months	16,076	53.5%	107
Bought 1-3 books in last 12 months	6,184	20.6%	105
Bought 4-9 books in last 12 months	5,027	16.7%	107
Bought 10+ books in last 12 months	4,865	16.2%	107
Bought paperback book in last 12 months	12,522	41.6%	110
Bought <3 paperback books in last 12 months	4,195	14.0%	108
Bought 3-6 paperback books in last 12 months	4,473	14.9%	113
Bought 7+ paperback books in last 12 months	3,853	12.8%	109
Bought hardcover book in last 12 months	9,004	29.9%	107
Bought <3 hardcover books in last 12 months	4,127	13.7%	112
Bought 3-5 hardcover books in last 12 months	2,435	8.1%	101
Bought 6+ hardcover books in last 12 months	2,443	8.1%	103
Bought book (fiction) in last 12 months	9,306	30.9%	110
Bought book (non-fiction) in last 12 months	8,105	27.0%	106
Bought biography in last 12 months	2,044	6.8%	94
Bought children's book in last 12 months	4,252	14.1%	111
Bought cookbook in last 12 months	3,524	11.7%	107
Bought desk dictionary in last 12 months	430	1.4%	70
Bought history book in last 12 months	2,223	7.4%	98
Bought mystery book in last 12 months	3,749	12.5%	111
Bought personal/business self-help book last 12 mo	2,484	8.3%	115
Bought religious book (not bible) last 12 months	2,518	8.4%	110
Bought romance book in last 12 months	2,134	7.1%	109
Bought science fiction book in last 12 months	1,500	5.0%	110
Bought book through book club in last 12 months	1,344	4.5%	103
Bought book at book store in last 12 months	10,770	35.8%	107
Bought book at Barnes & Noble in last 12 months	6,330	21.1%	107
Bought book at Borders in last 12 months	3,705	12.3%	111
Bought book at convenience store in last 12 months	532	1.8%	80
Bought book at department store in last 12 months	2,580	8.6%	112
Bought book at drug store in last 12 months	561	1.9%	82
Bought book through Internet in last 12 mo	3,278	10.9%	107
Bought book through mail order in last 12 months	1,036	3.4%	101
Bought book at supermarket in last 12 months	1,885	6.3%	120
Bought book at warehouse store in last 12 months	1,942	6.5%	111

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Goods and Services Expenditures

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Crossroads	56.7%	Population	3,111	3,162
Salt of the Earth	43.3%	Households	1,152	1,178
Top Rung	0.0%	Families	869	882
Suburban Splendor	0.0%	Median Age	33.4	34.4
Connoisseurs	0.0%	Median Household Income	\$50,608	\$56,804
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		56	\$1,342.84	\$1,547,609
Men's		53	\$241.93	\$278,820
Women's		50	\$411.40	\$474,127
Children's		63	\$253.81	\$292,511
Footwear		40	\$168.24	\$193,896
Watches & Jewelry		79	\$153.82	\$177,273
Apparel Products and Services (1)		121	\$113.65	\$130,983
<b>Computer</b>				
Computers and Hardware for Home Use		81	\$156.01	\$179,798
Software and Accessories for Home Use		80	\$22.76	\$26,234
<b>Entertainment &amp; Recreation</b>		85	\$2,726.45	\$3,142,192
Fees and Admissions		76	\$472.51	\$544,557
Membership Fees for Clubs (2)		75	\$123.23	\$142,026
Fees for Participant Sports, excl. Trips		80	\$84.95	\$97,909
Admission to Movie/Theatre/Opera/Ballet		76	\$116.00	\$133,687
Admission to Sporting Events, excl. Trips		82	\$48.69	\$56,118
Fees for Recreational Lessons		73	\$99.17	\$114,293
Dating Services		59	\$0.46	\$524
TV/Video/Audio		83	\$1,032.16	\$1,189,544
Community Antenna or Cable TV		85	\$613.83	\$707,428
Televisions		82	\$157.92	\$181,997
VCRs, Video Cameras, and DVD Players		82	\$16.67	\$19,206
Video Cassettes and DVDs		83	\$43.68	\$50,345
Video and Computer Game Hardware and Software		84	\$46.65	\$53,761
Satellite Dishes		88	\$1.11	\$1,282
Rental of Video Cassettes and DVDs		85	\$35.09	\$40,438
Streaming/Downloaded Video		70	\$0.97	\$1,123
Audio (3)		75	\$110.62	\$127,493
Rental and Repair of TV/Radio/Sound Equipment		74	\$5.62	\$6,471
Pets		108	\$463.17	\$533,800
Toys and Games (4)		86	\$125.38	\$144,499
Recreational Vehicles and Fees (5)		86	\$277.40	\$319,701
Sports/Recreation/Exercise Equipment (6)		68	\$123.67	\$142,526
Photo Equipment and Supplies (7)		83	\$86.39	\$99,560
Reading (8)		81	\$125.34	\$144,457
Catered Affairs (9)		83	\$20.43	\$23,547
<b>Food</b>		83	\$6,355.02	\$7,324,068
Food at Home		83	\$3,708.67	\$4,274,188
Bakery and Cereal Products		84	\$499.62	\$575,804
Meats, Poultry, Fish, and Eggs		82	\$851.10	\$980,879
Dairy Products		84	\$418.44	\$482,246
Fruits and Vegetables		80	\$629.16	\$725,102
Snacks and Other Food at Home (10)		84	\$1,310.35	\$1,510,156
Food Away from Home		82	\$2,646.35	\$3,049,881
Alcoholic Beverages		79	\$451.80	\$520,692
Nonalcoholic Beverages at Home		84	\$366.30	\$422,157

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Goods and Services Expenditures

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	83	\$1,449.89	\$1,670,976
Vehicle Loans	91	\$4,470.09	\$5,151,720
<b>Health</b>			
Nonprescription Drugs	88	\$90.67	\$104,498
Prescription Drugs	90	\$448.84	\$517,281
Eyeglasses and Contact Lenses	85	\$65.60	\$75,604
<b>Home</b>			
Mortgage Payment and Basics (11)	83	\$7,811.78	\$9,002,973
Maintenance and Remodeling Services	81	\$1,609.46	\$1,854,877
Maintenance and Remodeling Materials (12)	92	\$340.48	\$392,398
Utilities, Fuel, and Public Services	86	\$3,912.92	\$4,509,584
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	81	\$108.24	\$124,748
Furniture	80	\$480.18	\$553,403
Floor Coverings	82	\$61.55	\$70,931
Major Appliances (14)	88	\$267.00	\$307,708
Housewares (15)	72	\$61.84	\$71,274
Small Appliances	85	\$27.76	\$31,996
Luggage	79	\$7.34	\$8,454
Telephones and Accessories	56	\$23.86	\$27,492
<b>Household Operations</b>			
Child Care	81	\$372.94	\$429,810
Lawn and Garden (16)	86	\$358.37	\$413,019
Moving/Storage/Freight Express	71	\$43.06	\$49,623
Housekeeping Supplies (17)	86	\$599.84	\$691,302
<b>Insurance</b>			
Owners and Renters Insurance	91	\$419.97	\$484,013
Vehicle Insurance	84	\$978.59	\$1,127,814
Life/Other Insurance	89	\$369.60	\$425,956
Health Insurance	88	\$1,695.01	\$1,953,479
Personal Care Products (18)	83	\$332.51	\$383,213
School Books and Supplies (19)	84	\$89.75	\$103,432
Smoking Products	89	\$381.92	\$440,161
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	87	\$3,815.39	\$4,397,189
Gasoline and Motor Oil	89	\$2,557.88	\$2,947,916
Vehicle Maintenance and Repairs	84	\$789.01	\$909,327
<b>Travel</b>			
Airline Fares	73	\$335.31	\$386,440
Lodging on Trips	78	\$341.03	\$393,032
Auto/Truck/Van Rental on Trips	72	\$26.59	\$30,643
Food and Drink on Trips	80	\$347.80	\$400,833

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



# Retail Goods and Services Expenditures

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 1 mile radius

www.ClermontCountyOhio.biz  
Latitude: 39.23081  
Longitude: -84.16242

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Goods and Services Expenditures

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Crossroads	33.7%	Population	14,178	14,886
Salt of the Earth	29.9%	Households	5,165	5,452
Green Acres	27.5%	Families	4,025	4,221
Southern Satellites	9.0%	Median Age	36.9	37.5
Top Rung	0.0%	Median Household Income	\$54,512	\$59,533
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		63	\$1,501.22	\$7,754,084
Men's		59	\$270.90	\$1,399,231
Women's		56	\$462.63	\$2,389,578
Children's		70	\$282.12	\$1,457,217
Footwear		45	\$186.87	\$965,209
Watches & Jewelry		89	\$173.21	\$894,656
Apparel Products and Services (1)		134	\$125.49	\$648,193
<b>Computer</b>				
Computers and Hardware for Home Use		91	\$173.67	\$897,057
Software and Accessories for Home Use		89	\$25.50	\$131,701
<b>Entertainment &amp; Recreation</b>		95	\$3,073.81	\$15,876,838
Fees and Admissions		87	\$540.01	\$2,789,247
Membership Fees for Clubs (2)		87	\$141.83	\$732,592
Fees for Participant Sports, excl. Trips		90	\$96.09	\$496,320
Admission to Movie/Theatre/Opera/Ballet		86	\$130.33	\$673,197
Admission to Sporting Events, excl. Trips		94	\$55.66	\$287,481
Fees for Recreational Lessons		85	\$115.58	\$596,987
Dating Services		67	\$0.52	\$2,671
TV/Video/Audio		93	\$1,150.98	\$5,945,034
Community Antenna or Cable TV		95	\$685.42	\$3,540,319
Televisions		91	\$175.90	\$908,580
VCRs, Video Cameras, and DVD Players		91	\$18.49	\$95,512
Video Cassettes and DVDs		92	\$48.20	\$248,955
Video and Computer Game Hardware and Software		94	\$52.24	\$269,835
Satellite Dishes		99	\$1.25	\$6,438
Rental of Video Cassettes and DVDs		94	\$38.58	\$199,261
Streaming/Downloaded Video		80	\$1.12	\$5,775
Audio (3)		84	\$123.50	\$637,893
Rental and Repair of TV/Radio/Sound Equipment		83	\$6.29	\$32,466
Pets		121	\$521.18	\$2,691,998
Toys and Games (4)		96	\$140.15	\$723,894
Recreational Vehicles and Fees (5)		98	\$317.59	\$1,640,417
Sports/Recreation/Exercise Equipment (6)		77	\$139.96	\$722,917
Photo Equipment and Supplies (7)		94	\$97.58	\$504,042
Reading (8)		92	\$142.95	\$738,371
Catered Affairs (9)		95	\$23.41	\$120,917
<b>Food</b>		92	\$7,098.86	\$36,667,050
Food at Home		93	\$4,140.36	\$21,385,800
Bakery and Cereal Products		94	\$559.55	\$2,890,202
Meats, Poultry, Fish, and Eggs		92	\$949.75	\$4,905,638
Dairy Products		94	\$467.64	\$2,415,459
Fruits and Vegetables		89	\$702.36	\$3,627,830
Snacks and Other Food at Home (10)		94	\$1,461.06	\$7,546,672
Food Away from Home		92	\$2,958.50	\$15,281,250
Alcoholic Beverages		88	\$504.36	\$2,605,135
Nonalcoholic Beverages at Home		93	\$407.74	\$2,106,057

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Goods and Services Expenditures

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	94	\$1,638.19	\$8,461,566
Vehicle Loans	101	\$4,964.61	\$25,643,196
<b>Health</b>			
Nonprescription Drugs	98	\$101.23	\$522,888
Prescription Drugs	102	\$508.70	\$2,627,539
Eyeglasses and Contact Lenses	97	\$74.68	\$385,747
<b>Home</b>			
Mortgage Payment and Basics (11)	95	\$8,885.31	\$45,894,413
Maintenance and Remodeling Services	93	\$1,846.44	\$9,537,236
Maintenance and Remodeling Materials (12)	104	\$385.98	\$1,993,657
Utilities, Fuel, and Public Services	97	\$4,379.48	\$22,620,888
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	92	\$121.94	\$629,827
Furniture	90	\$539.52	\$2,786,712
Floor Coverings	94	\$70.76	\$365,490
Major Appliances (14)	99	\$300.65	\$1,552,937
Housewares (15)	80	\$69.01	\$356,452
Small Appliances	95	\$31.23	\$161,310
Luggage	91	\$8.41	\$43,447
Telephones and Accessories	62	\$26.29	\$135,770
<b>Household Operations</b>			
Child Care	90	\$414.70	\$2,142,033
Lawn and Garden (16)	98	\$408.53	\$2,110,133
Moving/Storage/Freight Express	78	\$47.38	\$244,709
Housekeeping Supplies (17)	96	\$671.87	\$3,470,347
<b>Insurance</b>			
Owners and Renters Insurance	103	\$476.65	\$2,462,011
Vehicle Insurance	94	\$1,095.16	\$5,656,715
Life/Other Insurance	102	\$424.60	\$2,193,158
Health Insurance	99	\$1,910.56	\$9,868,400
Personal Care Products (18)	93	\$369.81	\$1,910,159
School Books and Supplies (19)	92	\$98.37	\$508,082
Smoking Products	99	\$423.99	\$2,190,001
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	97	\$4,248.85	\$21,946,179
Gasoline and Motor Oil	99	\$2,849.24	\$14,716,921
Vehicle Maintenance and Repairs	94	\$883.09	\$4,561,338
<b>Travel</b>			
Airline Fares	83	\$380.80	\$1,966,913
Lodging on Trips	90	\$392.05	\$2,025,035
Auto/Truck/Van Rental on Trips	83	\$30.46	\$157,355
Food and Drink on Trips	91	\$395.77	\$2,044,252

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



# Retail Goods and Services Expenditures

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 3 miles radius

www.ClermontCountyOhio.biz  
Latitude: 39.23081  
Longitude: -84.16242

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Goods and Services Expenditures

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Boomburbs	19.5%	Population	41,787	44,368
Green Acres	17.9%	Households	14,745	15,727
Salt of the Earth	16.6%	Families	11,841	12,561
Crossroads	11.8%	Median Age	37.3	37.5
Milk and Cookies	9.2%	Median Household Income	\$68,347	\$76,434
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		83	\$1,991.18	\$29,360,663
Men's		78	\$359.80	\$5,305,451
Women's		74	\$614.73	\$9,064,393
Children's		91	\$366.24	\$5,400,376
Footwear		58	\$241.83	\$3,565,841
Watches & Jewelry		122	\$237.16	\$3,497,037
Apparel Products and Services (1)		183	\$171.41	\$2,527,565
<b>Computer</b>				
Computers and Hardware for Home Use		121	\$231.34	\$3,411,199
Software and Accessories for Home Use		120	\$34.30	\$505,707
<b>Entertainment &amp; Recreation</b>		125	\$4,026.80	\$59,376,776
Fees and Admissions		125	\$776.40	\$11,448,386
Membership Fees for Clubs (2)		124	\$202.91	\$2,991,930
Fees for Participant Sports, excl. Trips		126	\$134.32	\$1,980,529
Admission to Movie/Theatre/Opera/Ballet		120	\$181.72	\$2,679,566
Admission to Sporting Events, excl. Trips		133	\$79.08	\$1,166,047
Fees for Recreational Lessons		130	\$177.67	\$2,619,849
Dating Services		92	\$0.71	\$10,466
TV/Video/Audio		118	\$1,470.28	\$21,679,799
Community Antenna or Cable TV		117	\$846.75	\$12,485,678
Televisions		124	\$239.97	\$3,538,497
VCRs, Video Cameras, and DVD Players		119	\$24.25	\$357,543
Video Cassettes and DVDs		117	\$61.59	\$908,115
Video and Computer Game Hardware and Software		126	\$70.22	\$1,035,447
Satellite Dishes		130	\$1.64	\$24,114
Rental of Video Cassettes and DVDs		121	\$49.91	\$735,983
Streaming/Downloaded Video		116	\$1.62	\$23,950
Audio (3)		113	\$165.86	\$2,445,625
Rental and Repair of TV/Radio/Sound Equipment		111	\$8.47	\$124,849
Pets		154	\$661.99	\$9,761,359
Toys and Games (4)		124	\$180.03	\$2,654,546
Recreational Vehicles and Fees (5)		126	\$406.62	\$5,995,777
Sports/Recreation/Exercise Equipment (6)		101	\$183.40	\$2,704,352
Photo Equipment and Supplies (7)		126	\$130.21	\$1,919,973
Reading (8)		120	\$186.25	\$2,746,345
Catered Affairs (9)		128	\$31.62	\$466,239
<b>Food</b>		118	\$9,089.77	\$134,032,155
Food at Home		117	\$5,239.34	\$77,256,047
Bakery and Cereal Products		118	\$703.48	\$10,373,035
Meats, Poultry, Fish, and Eggs		116	\$1,202.56	\$17,732,270
Dairy Products		118	\$586.08	\$8,642,022
Fruits and Vegetables		115	\$906.37	\$13,364,749
Snacks and Other Food at Home (10)		118	\$1,840.84	\$27,143,971
Food Away from Home		120	\$3,850.43	\$56,776,108
Alcoholic Beverages		117	\$668.50	\$9,857,299
Nonalcoholic Beverages at Home		117	\$512.60	\$7,558,515

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Goods and Services Expenditures

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	120	\$2,083.51	\$30,722,162
Vehicle Loans	126	\$6,177.87	\$91,095,133
<b>Health</b>			
Nonprescription Drugs	119	\$122.99	\$1,813,511
Prescription Drugs	120	\$595.98	\$8,787,930
Eyeglasses and Contact Lenses	125	\$96.03	\$1,416,001
<b>Home</b>			
Mortgage Payment and Basics (11)	134	\$12,518.60	\$184,591,695
Maintenance and Remodeling Services	131	\$2,598.26	\$38,312,392
Maintenance and Remodeling Materials (12)	132	\$491.41	\$7,245,992
Utilities, Fuel, and Public Services	120	\$5,431.09	\$80,083,547
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	122	\$161.72	\$2,384,591
Furniture	123	\$737.87	\$10,880,217
Floor Coverings	127	\$95.35	\$1,405,900
Major Appliances (14)	126	\$382.93	\$5,646,420
Housewares (15)	105	\$90.64	\$1,336,579
Small Appliances	120	\$39.29	\$579,403
Luggage	127	\$11.75	\$173,318
Telephones and Accessories	81	\$34.61	\$510,356
<b>Household Operations</b>			
Child Care	130	\$601.92	\$8,875,611
Lawn and Garden (16)	127	\$532.72	\$7,855,121
Moving/Storage/Freight Express	108	\$65.37	\$963,851
Housekeeping Supplies (17)	121	\$846.44	\$12,481,055
<b>Insurance</b>			
Owners and Renters Insurance	131	\$606.62	\$8,944,790
Vehicle Insurance	120	\$1,395.92	\$20,583,437
Life/Other Insurance	130	\$541.33	\$7,982,184
Health Insurance	120	\$2,323.55	\$34,261,594
Personal Care Products (18)	120	\$479.42	\$7,069,280
School Books and Supplies (19)	117	\$124.66	\$1,838,087
Smoking Products	113	\$481.03	\$7,093,031
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	124	\$5,432.58	\$80,105,474
Gasoline and Motor Oil	122	\$3,493.67	\$51,515,486
Vehicle Maintenance and Repairs	121	\$1,136.03	\$16,751,210
<b>Travel</b>			
Airline Fares	121	\$556.02	\$8,198,736
Lodging on Trips	125	\$546.29	\$8,055,263
Auto/Truck/Van Rental on Trips	124	\$45.83	\$675,782
Food and Drink on Trips	124	\$537.81	\$7,930,256

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Goods and Services Expenditures

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 5 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.23081  
Longitude: -84.16242

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- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
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- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Automotive Aftermarket Expenditures

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Demographic Summary		2010	2015	
Population		3,111	3,162	
Households		1,152	1,178	
Families		869	882	
Median Age		33.4	34.4	
Median Household Income		\$50,608	\$56,804	
		Spending Potential Index	Average Amount Spent	Total
Products				
Vehicle Coolant/Brake/Transmission Fluids	90	\$4.28		\$4,937
Gasoline	89	\$2,496.18		\$2,876,810
Motor Oil	94	\$11.14		\$12,836
Vehicle Parts/Equipment and Accessories	86	\$48.24		\$55,592
Tire Purchase/Replacement	89	\$128.46		\$148,044
Vehicle Audio/Video Equipment and Installation	75	\$5.30		\$6,102
Vehicle Cleaning Products and Services	76	\$6.16		\$7,099
Services				
Auto Repair Service Policy	86	\$14.24		\$16,416
Membership Fees for Automobile Service Clubs	78	\$17.14		\$19,751
Global Positioning Services	83	\$2.09		\$2,411
Vehicle Air Conditioning Repair	83	\$14.61		\$16,834
Vehicle Body Work and Painting	82	\$31.29		\$36,066
Vehicle Brake Work	79	\$62.90		\$72,495
Vehicle Clutch/Transmission Repair	85	\$39.08		\$45,040
Vehicle Cooling System Repair	83	\$23.97		\$27,626
Vehicle Drive Shaft and Rear-end Repair	82	\$7.06		\$8,140
Vehicle Electrical System Repair	82	\$28.37		\$32,691
Vehicle Exhaust System Repair	80	\$10.75		\$12,392
Vehicle Front End Alignment/Wheel Balance & Rotation	83	\$15.42		\$17,775
Lube/Oil Change and Oil Filters	90	\$80.83		\$93,158
Vehicle Motor Repair/Replacement	81	\$74.58		\$85,958
Vehicle Motor Tune-up	75	\$46.26		\$53,315
Vehicle Shock Absorber Replacement	85	\$5.65		\$6,515
Vehicle Steering/Front End Repair	84	\$23.20		\$26,741
Tire Repair and Other Repair Work	82	\$53.56		\$61,729

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Automotive Aftermarket Expenditures

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Demographic Summary		2010	2015	
Population		14,178	14,886	
Households		5,165	5,452	
Families		4,025	4,221	
Median Age		36.9	37.5	
Median Household Income		\$54,512	\$59,533	
		Spending Potential Index	Average Amount Spent	Total
Products				
Vehicle Coolant/Brake/Transmission Fluids	99	\$4.71		\$24,318
Gasoline	99	\$2,778.73		\$14,352,695
Motor Oil	104	\$12.31		\$63,601
Vehicle Parts/Equipment and Accessories	96	\$53.62		\$276,981
Tire Purchase/Replacement	99	\$143.73		\$742,386
Vehicle Audio/Video Equipment and Installation	82	\$5.82		\$30,080
Vehicle Cleaning Products and Services	85	\$6.94		\$35,831
Services				
Auto Repair Service Policy	95	\$15.71		\$81,159
Membership Fees for Automobile Service Clubs	89	\$19.55		\$100,958
Global Positioning Services	95	\$2.41		\$12,461
Vehicle Air Conditioning Repair	92	\$16.27		\$84,038
Vehicle Body Work and Painting	93	\$35.29		\$182,304
Vehicle Brake Work	90	\$71.54		\$369,538
Vehicle Clutch/Transmission Repair	95	\$43.54		\$224,894
Vehicle Cooling System Repair	91	\$26.47		\$136,709
Vehicle Drive Shaft and Rear-end Repair	92	\$7.93		\$40,968
Vehicle Electrical System Repair	92	\$31.74		\$163,937
Vehicle Exhaust System Repair	91	\$12.24		\$63,229
Vehicle Front End Alignment/Wheel Balance & Rotation	95	\$17.51		\$90,455
Lube/Oil Change and Oil Filters	101	\$90.45		\$467,189
Vehicle Motor Repair/Replacement	90	\$82.86		\$428,014
Vehicle Motor Tune-up	83	\$51.32		\$265,094
Vehicle Shock Absorber Replacement	95	\$6.34		\$32,771
Vehicle Steering/Front End Repair	95	\$26.20		\$135,309
Tire Repair and Other Repair Work	93	\$60.47		\$312,340

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Automotive Aftermarket Expenditures

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Demographic Summary		2010	2015	
Population		41,787	44,368	
Households		14,745	15,727	
Families		11,841	12,561	
Median Age		37.3	37.5	
Median Household Income		\$68,347	\$76,434	
		Spending Potential Index	Average Amount Spent	Total
Products				
Vehicle Coolant/Brake/Transmission Fluids	115	\$5.49		\$80,893
Gasoline	122	\$3,411.97		\$50,310,765
Motor Oil	119	\$14.17		\$208,963
Vehicle Parts/Equipment and Accessories	117	\$65.38		\$964,079
Tire Purchase/Replacement	124	\$179.49		\$2,646,700
Vehicle Audio/Video Equipment and Installation	117	\$8.28		\$122,102
Vehicle Cleaning Products and Services	118	\$9.65		\$142,230
Services				
Auto Repair Service Policy	125	\$20.61		\$303,895
Membership Fees for Automobile Service Clubs	117	\$25.61		\$377,577
Global Positioning Services	125	\$3.17		\$46,807
Vehicle Air Conditioning Repair	122	\$21.55		\$317,731
Vehicle Body Work and Painting	119	\$45.39		\$669,290
Vehicle Brake Work	120	\$94.72		\$1,396,642
Vehicle Clutch/Transmission Repair	121	\$55.47		\$817,887
Vehicle Cooling System Repair	119	\$34.52		\$508,979
Vehicle Drive Shaft and Rear-end Repair	122	\$10.52		\$155,063
Vehicle Electrical System Repair	118	\$40.81		\$601,706
Vehicle Exhaust System Repair	119	\$15.98		\$235,612
Vehicle Front End Alignment/Wheel Balance & Rotation	120	\$22.30		\$328,844
Lube/Oil Change and Oil Filters	124	\$110.93		\$1,635,673
Vehicle Motor Repair/Replacement	119	\$109.40		\$1,613,126
Vehicle Motor Tune-up	117	\$72.46		\$1,068,508
Vehicle Shock Absorber Replacement	123	\$8.19		\$120,756
Vehicle Steering/Front End Repair	120	\$33.32		\$491,297
Tire Repair and Other Repair Work	121	\$78.49		\$1,157,359

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Expenditures

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Demographic Summary		2010	2015
Population		3,111	3,162
Households		1,152	1,178
Families		869	882
Median Age		33.4	34.4
Median Household Income		\$50,608	\$56,804
		Spending Potential Index	Average Amount Spent
			Total
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	82	\$4,747.22	\$5,471,109
Savings Accounts	82	\$10,862.99	\$12,519,448
U.S. Savings Bonds	87	\$357.35	\$411,837
Stocks, Bonds & Mutual Funds	80	\$31,159.39	\$35,910,766
<b>Annual Changes</b>			
Checking Accounts	74	\$192.56	\$221,927
Savings Accounts	61	\$239.60	\$276,139
U.S. Savings Bonds	27	\$0.65	\$744
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	79	\$774.51	\$892,609
Interest from Savings Accounts or Bonds	78	\$716.43	\$825,681
Retirement Plan Contributions	83	\$1,141.00	\$1,314,983
<b>Liabilities</b>			
Original Mortgage Amount	79	\$17,076.00	\$19,679,856
Vehicle Loan Amount 1	90	\$2,458.41	\$2,833,284
<b>Amount Paid: Interest</b>			
Home Mortgage	83	\$3,842.54	\$4,428,477
Lump Sum Home Equity Loan	81	\$105.10	\$121,124
New Car/Truck/Van Loan	87	\$181.92	\$209,657
Used Car/Truck/Van Loan	93	\$151.32	\$174,391
<b>Amount Paid: Principal</b>			
Home Mortgage	85	\$1,680.84	\$1,937,145
Lump Sum Home Equity Loan	83	\$139.49	\$160,762
New Car/Truck/Van Loan	89	\$987.11	\$1,137,627
Used Car/Truck/Van Loan	95	\$721.26	\$831,241
Checking Account and Banking Service Charges	82	\$22.65	\$26,106
Finance Charges, excluding Mortgage/Vehicle	81	\$199.42	\$229,830

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. Annual change may be negative.

**1 Vehicle Loan Amount** is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Expenditures

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Demographic Summary		2010	2015
Population		14,178	14,886
Households		5,165	5,452
Families		4,025	4,221
Median Age		36.9	37.5
Median Household Income		\$54,512	\$59,533
	Spending Potential Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	94	\$5,406.96	\$27,928,063
Savings Accounts	94	\$12,433.85	\$64,223,339
U.S. Savings Bonds	101	\$416.40	\$2,150,765
Stocks, Bonds & Mutual Funds	94	\$36,518.86	\$188,627,285
Annual Changes			
Checking Accounts	82	\$213.31	\$1,101,807
Savings Accounts	77	\$301.63	\$1,557,974
U.S. Savings Bonds	89	\$2.12	\$10,932
Earnings			
Dividends, Royalties, Estates, Trusts	91	\$894.26	\$4,619,047
Interest from Savings Accounts or Bonds	90	\$824.19	\$4,257,124
Retirement Plan Contributions	95	\$1,312.36	\$6,778,579
Liabilities			
Original Mortgage Amount	88	\$18,883.78	\$97,538,517
Vehicle Loan Amount 1	100	\$2,718.52	\$14,041,705
Amount Paid: Interest			
Home Mortgage	93	\$4,325.49	\$22,342,047
Lump Sum Home Equity Loan	93	\$121.14	\$625,691
New Car/Truck/Van Loan	97	\$203.05	\$1,048,819
Used Car/Truck/Van Loan	103	\$166.93	\$862,234
Amount Paid: Principal			
Home Mortgage	97	\$1,921.21	\$9,923,414
Lump Sum Home Equity Loan	97	\$161.61	\$834,732
New Car/Truck/Van Loan	100	\$1,108.05	\$5,723,302
Used Car/Truck/Van Loan	105	\$796.95	\$4,116,392
Checking Account and Banking Service Charges	89	\$24.83	\$128,263
Finance Charges, excluding Mortgage/Vehicle	91	\$223.61	\$1,154,973

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**1 Vehicle Loan Amount** is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Expenditures

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Demographic Summary		2010	2015
Population		41,787	44,368
Households		14,745	15,727
Families		11,841	12,561
Median Age		37.3	37.5
Median Household Income		\$68,347	\$76,434
		Spending Potential Index	Average Amount Spent
			Total
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	123	\$7,271.30	\$107,218,192
Savings Accounts	123	\$16,241.14	\$239,481,936
U.S. Savings Bonds	131	\$538.22	\$7,936,224
Stocks, Bonds & Mutual Funds	129	\$50,270.54	\$741,258,853
<b>Annual Changes</b>			
Checking Accounts	137	\$357.46	\$5,270,844
Savings Accounts	109	\$426.73	\$6,292,353
U.S. Savings Bonds	186	\$4.45	\$65,633
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	122	\$1,196.00	\$17,635,510
Interest from Savings Accounts or Bonds	120	\$1,096.31	\$16,165,527
Retirement Plan Contributions	135	\$1,854.32	\$27,342,720
<b>Liabilities</b>			
Original Mortgage Amount	134	\$28,796.79	\$424,620,025
Vehicle Loan Amount 1	124	\$3,375.84	\$49,778,133
<b>Amount Paid: Interest</b>			
Home Mortgage	135	\$6,286.38	\$92,695,117
Lump Sum Home Equity Loan	130	\$169.63	\$2,501,317
New Car/Truck/Van Loan	127	\$265.20	\$3,910,498
Used Car/Truck/Van Loan	122	\$197.85	\$2,917,387
<b>Amount Paid: Principal</b>			
Home Mortgage	136	\$2,698.02	\$39,783,362
Lump Sum Home Equity Loan	130	\$217.16	\$3,202,111
New Car/Truck/Van Loan	129	\$1,438.62	\$21,212,945
Used Car/Truck/Van Loan	124	\$937.40	\$13,822,335
Checking Account and Banking Service Charges	114	\$31.76	\$468,277
Finance Charges, excluding Mortgage/Vehicle	120	\$294.18	\$4,337,741

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. Annual change may be negative.

**1 Vehicle Loan Amount** is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## House and Home Expenditures

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

2010 Housing Summary		2010 Demographic Summary		
Housing Units	1,274	Population	3,111	
2010-2015 Percent Change	4.14%	Households	1,152	
Percent Occupied	90.5%	Families	869	
Percent Owner HHs	76.5%	Median Age	33.4	
Median Home Value	\$46,552	Median Household Income	\$50,608	
		Spending Potential Index	Average Amount Spent	Total
Owned Dwellings		83	\$9,825.23	\$11,323,439
Mortgage Interest		83	\$3,842.54	\$4,428,477
Mortgage Principal		85	\$1,680.84	\$1,937,145
Property Taxes		82	\$1,817.67	\$2,094,844
Homeowners Insurance		91	\$411.55	\$474,304
Ground Rent		91	\$65.92	\$75,966
Maintenance and Remodeling Services		81	\$1,609.46	\$1,854,877
Maintenance and Remodeling Materials		92	\$340.48	\$392,398
Property Management and Security		64	\$55.09	\$63,495
Rented Dwellings		58	\$2,003.84	\$2,309,397
Rent		58	\$1,885.39	\$2,172,883
Rent Received as Pay		63	\$57.69	\$66,488
Renters' Insurance		67	\$8.79	\$10,126
Maintenance and Repair Services		71	\$15.14	\$17,443
Maintenance and Repair Materials		69	\$36.84	\$42,456
Owned Vacation Homes		67	\$311.89	\$359,447
Mortgage Payment		70	\$142.26	\$163,955
Property Taxes		69	\$77.92	\$89,802
Homeowners Insurance		70	\$10.32	\$11,896
Maintenance and Remodeling		60	\$69.36	\$79,942
Property Management and Security		70	\$12.02	\$13,853
Housing While Attending School		85	\$69.11	\$79,652
Household Operations		80	\$1,264.31	\$1,457,098
Child Care		81	\$372.94	\$429,810
Care for Elderly or Handicapped		86	\$61.78	\$71,206
Appliance Rental and Repair		87	\$21.27	\$24,509
Computer Information Services		83	\$202.58	\$233,471
Home Security System Services		81	\$21.20	\$24,427
Non-Apparel Household Laundry/Dry Cleaning		10	\$3.75	\$4,327
Housekeeping Services		74	\$113.01	\$130,241
Lawn and Garden		86	\$358.37	\$413,019
Moving/Storage/Freight Express		71	\$43.06	\$49,623
PC Repair (Personal Use)		82	\$7.27	\$8,378
Reupholstering/Furniture Repair		74	\$5.88	\$6,778
Termite/Pest Control		87	\$21.28	\$24,526
Water Softening Services		115	\$6.43	\$7,411
Internet Services Away from Home		81	\$2.16	\$2,490
Voice Over IP Service		69	\$4.59	\$5,289
Other Home Services (1)		78	\$17.80	\$20,510

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## House and Home Expenditures

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	86	\$3,912.92	\$4,509,584
Bottled Gas	117	\$78.93	\$90,961
Electricity	88	\$1,500.19	\$1,728,952
Fuel Oil	73	\$81.39	\$93,799
Natural Gas	83	\$543.90	\$626,842
Telephone Services	85	\$1,233.21	\$1,421,254
Water and Other Public Services	85	\$467.89	\$539,237
Coal/Wood/Other Fuel	113	\$9.72	\$11,197
<b>Housekeeping Supplies</b>	86	\$599.84	\$691,302
Laundry and Cleaning Supplies	87	\$165.25	\$190,444
Postage and Stationery	84	\$171.38	\$197,510
Other HH Products (2)	86	\$263.73	\$303,943
<b>Household Textiles</b>	81	\$108.24	\$124,748
Bathroom Linens	81	\$14.40	\$16,595
Bedroom Linens	82	\$50.85	\$58,609
Kitchen and Dining Room Linens	80	\$2.47	\$2,847
Curtains and Draperies	77	\$22.17	\$25,546
Slipcovers, Decorative Pillows	80	\$3.45	\$3,971
Materials for Slipcovers/Curtains	90	\$13.73	\$15,820
Other Linens	73	\$1.27	\$1,469
<b>Furniture</b>	80	\$480.18	\$553,403
Mattresses and Box Springs	79	\$63.29	\$72,937
Other Bedroom Furniture	81	\$87.19	\$100,484
Sofas	77	\$116.76	\$134,560
Living Room Tables and Chairs	80	\$66.16	\$76,244
Kitchen, Dining Room Furniture	81	\$49.92	\$57,531
Infant Furniture	83	\$9.27	\$10,687
Outdoor Furniture	84	\$22.47	\$25,901
Wall Units, Cabinets, Other Furniture (3)	82	\$65.54	\$75,536
<b>Major Appliances</b>	88	\$267.00	\$307,708
Dishwashers and Disposals	87	\$23.79	\$27,418
Refrigerators and Freezers	88	\$72.13	\$83,126
Clothes Washers	91	\$45.55	\$52,498
Clothes Dryers	93	\$35.44	\$40,845
Cooking Stoves and Ovens	86	\$40.65	\$46,844
Microwave Ovens	79	\$10.08	\$11,618
Window Air Conditioners	85	\$5.95	\$6,858
Electric Floor Cleaning Equipment	88	\$19.75	\$22,766
Sewing Machines and Miscellaneous Appliances	86	\$13.88	\$15,999

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## House and Home Expenditures

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 1 mile radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.23081  
Longitude: -84.16242

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	82	\$61.55	\$70,931
Housewares	72	\$61.84	\$71,274
Small Appliances	85	\$27.76	\$31,996
Window Coverings	74	\$28.67	\$33,038
Lamps and Other Lighting Fixtures	81	\$19.11	\$22,021
Infant Equipment	23	\$4.61	\$5,317
Rental of Furniture	76	\$3.52	\$4,052
Laundry and Cleaning Equipment	87	\$19.36	\$22,314
Closet and Storage Items	15	\$3.88	\$4,469
Luggage	79	\$7.34	\$8,454
Clocks and Other Household Decoratives	22	\$45.65	\$52,614
Telephones and Accessories	56	\$23.85	\$27,492
Telephone Answering Devices	90	\$0.76	\$872
Grills and Outdoor Equipment	19	\$10.29	\$11,855
Power Tools	80	\$25.75	\$29,679
Hand Tools	80	\$8.25	\$9,506
Office Furniture/Equipment for Home Use	82	\$13.48	\$15,539
Computers and Hardware for Home Use	81	\$156.01	\$179,798
Software and Accessories for Home Use	80	\$22.76	\$26,234
Other Household Items (4)	82	\$85.56	\$98,607

**(1) Other Home Services** include miscellaneous home services and small repair jobs not already specified.

**(2) Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

**(3) Wall Units Cabinets and Other Furniture** includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

**(4) Other Household Items** includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

2010 Housing Summary		2010 Demographic Summary		
Housing Units	5,558	Population	14,178	
2010-2015 Percent Change	7.12%	Households	5,165	
Percent Occupied	92.9%	Families	4,025	
Percent Owner HHS	85.6%	Median Age	36.9	
Median Home Value	\$93,900	Median Household Income	\$54,512	
		Spending Potential	Average Amount	
		Index	Spent	
			Total	
Owned Dwellings		95	\$11,184.46	\$57,769,991
Mortgage Interest		93	\$4,325.49	\$22,342,047
Mortgage Principal		97	\$1,921.21	\$9,923,414
Property Taxes		95	\$2,101.89	\$10,856,699
Homeowners Insurance		104	\$467.64	\$2,415,480
Ground Rent		100	\$72.35	\$373,715
Maintenance and Remodeling Services		93	\$1,846.44	\$9,537,236
Maintenance and Remodeling Materials		104	\$385.98	\$1,993,657
Property Management and Security		73	\$62.62	\$323,462
Rented Dwellings		59	\$2,013.66	\$10,400,973
Rent		58	\$1,889.91	\$9,761,783
Rent Received as Pay		64	\$59.03	\$304,893
Renters' Insurance		70	\$9.20	\$47,503
Maintenance and Repair Services		77	\$16.22	\$83,755
Maintenance and Repair Materials		74	\$39.31	\$203,040
Owned Vacation Homes		79	\$368.11	\$1,901,351
Mortgage Payment		83	\$168.59	\$870,810
Property Taxes		82	\$92.60	\$478,300
Homeowners Insurance		83	\$12.27	\$63,377
Maintenance and Remodeling		69	\$80.60	\$416,301
Property Management and Security		82	\$14.05	\$72,563
Housing While Attending School		99	\$80.35	\$415,008
Household Operations		90	\$1,426.68	\$7,369,114
Child Care		90	\$414.70	\$2,142,033
Care for Elderly or Handicapped		103	\$74.19	\$383,202
Appliance Rental and Repair		98	\$23.96	\$123,750
Computer Information Services		93	\$226.59	\$1,170,368
Home Security System Services		92	\$24.05	\$124,211
Non-Apparel Household Laundry/Dry Cleaning		11	\$4.03	\$20,821
Housekeeping Services		84	\$128.95	\$666,033
Lawn and Garden		98	\$408.53	\$2,110,133
Moving/Storage/Freight Express		78	\$47.38	\$244,709
PC Repair (Personal Use)		92	\$8.09	\$41,794
Reupholstering/Furniture Repair		85	\$6.71	\$34,645
Termite/Pest Control		98	\$23.75	\$122,691
Water Softening Services		128	\$7.20	\$37,166
Internet Services Away from Home		89	\$2.38	\$12,302
Voice Over IP Service		78	\$5.24	\$27,044
Other Home Services (1)		90	\$20.48	\$105,795

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## House and Home Expenditures

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 3 miles radius

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Latitude: 39.23081  
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	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	97	\$4,379.48	\$22,620,888
Bottled Gas	133	\$89.85	\$464,096
Electricity	98	\$1,668.21	\$8,616,620
Fuel Oil	86	\$96.62	\$499,043
Natural Gas	96	\$624.71	\$3,226,728
Telephone Services	95	\$1,370.13	\$7,077,010
Water and Other Public Services	95	\$520.10	\$2,686,436
Coal/Wood/Other Fuel	128	\$11.05	\$57,090
<b>Housekeeping Supplies</b>	96	\$671.87	\$3,470,347
Laundry and Cleaning Supplies	96	\$183.07	\$945,583
Postage and Stationery	94	\$192.86	\$996,169
Other HH Products (2)	97	\$296.21	\$1,529,960
<b>Household Textiles</b>	92	\$121.94	\$629,827
Bathroom Linens	91	\$16.08	\$83,035
Bedroom Linens	92	\$56.90	\$293,879
Kitchen and Dining Room Linens	91	\$2.81	\$14,531
Curtains and Draperies	87	\$25.17	\$130,029
Slipcovers, Decorative Pillows	90	\$3.86	\$19,916
Materials for Slipcovers/Curtains	103	\$15.73	\$81,228
Other Linens	82	\$1.44	\$7,451
<b>Furniture</b>	90	\$539.52	\$2,786,712
Mattresses and Box Springs	88	\$70.22	\$362,698
Other Bedroom Furniture	90	\$96.12	\$496,458
Sofas	87	\$131.11	\$677,227
Living Room Tables and Chairs	91	\$75.51	\$390,000
Kitchen, Dining Room Furniture	91	\$56.39	\$291,280
Infant Furniture	93	\$10.33	\$53,382
Outdoor Furniture	98	\$26.18	\$135,234
Wall Units, Cabinets, Other Furniture (3)	93	\$73.86	\$381,493
<b>Major Appliances</b>	99	\$300.65	\$1,552,937
Dishwashers and Disposals	98	\$26.85	\$138,710
Refrigerators and Freezers	98	\$80.63	\$416,463
Clothes Washers	102	\$50.97	\$263,276
Clothes Dryers	104	\$39.81	\$205,646
Cooking Stoves and Ovens	98	\$46.13	\$238,285
Microwave Ovens	88	\$11.30	\$58,344
Window Air Conditioners	95	\$6.66	\$34,378
Electric Floor Cleaning Equipment	99	\$22.42	\$115,780
Sewing Machines and Miscellaneous Appliances	99	\$16.00	\$82,667

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 3 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.23081  
Longitude: -84.16242

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	94	\$70.76	\$365,490
Housewares	80	\$69.01	\$356,452
Small Appliances	95	\$31.23	\$161,310
Window Coverings	84	\$32.51	\$167,927
Lamps and Other Lighting Fixtures	92	\$21.74	\$112,312
Infant Equipment	25	\$5.00	\$25,844
Rental of Furniture	79	\$3.67	\$18,959
Laundry and Cleaning Equipment	97	\$21.61	\$111,643
Closet and Storage Items	17	\$4.41	\$22,762
Luggage	91	\$8.41	\$43,447
Clocks and Other Household Decoratives	26	\$52.34	\$270,343
Telephones and Accessories	62	\$26.29	\$135,770
Telephone Answering Devices	99	\$0.83	\$4,286
Grills and Outdoor Equipment	22	\$11.79	\$60,875
Power Tools	91	\$28.99	\$149,741
Hand Tools	90	\$9.29	\$47,969
Office Furniture/Equipment for Home Use	93	\$15.29	\$78,957
Computers and Hardware for Home Use	91	\$173.67	\$897,057
Software and Accessories for Home Use	89	\$25.50	\$131,701
Other Household Items (4)	93	\$96.74	\$499,668

**(1) Other Home Services** include miscellaneous home services and small repair jobs not already specified.

**(2) Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

**(3) Wall Units Cabinets and Other Furniture** includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

**(4) Other Household Items** includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

2010 Housing Summary		2010 Demographic Summary	
Housing Units	15,555	Population	41,787
2010-2015 Percent Change	7.85%	Households	14,745
Percent Occupied	94.8%	Families	11,841
Percent Owner HHs	87.2%	Median Age	37.3
Median Home Value	\$145,407	Median Household Income	\$68,347
		Spending Potential Index	Average Amount Spent
			Total
<b>Owned Dwellings</b>		133	\$15,704.96
Mortgage Interest	135	\$6,286.38	\$92,695,117
Mortgage Principal	136	\$2,698.02	\$39,783,362
Property Taxes	129	\$2,856.97	\$42,127,150
Homeowners Insurance	132	\$595.52	\$8,781,147
Ground Rent	116	\$84.17	\$1,241,143
Maintenance and Remodeling Services	131	\$2,598.26	\$38,312,392
Maintenance and Remodeling Materials	132	\$491.41	\$7,245,992
Property Management and Security	109	\$93.63	\$1,380,634
<b>Rented Dwellings</b>		70	\$2,415.09
Rent	70	\$2,267.51	\$33,435,330
Rent Received as Pay	67	\$61.74	\$910,439
Renters' Insurance	86	\$11.22	\$165,385
Maintenance and Repair Services	87	\$18.36	\$270,709
Maintenance and Repair Materials	106	\$56.26	\$829,565
<b>Owned Vacation Homes</b>		121	\$561.47
Mortgage Payment	127	\$259.57	\$3,827,404
Property Taxes	119	\$133.83	\$1,973,369
Homeowners Insurance	118	\$17.46	\$257,395
Maintenance and Remodeling	112	\$130.01	\$1,916,990
Property Management and Security	120	\$20.62	\$303,980
Housing While Attending School	133	\$108.35	\$1,597,704
<b>Household Operations</b>		123	\$1,945.31
Child Care	130	\$601.92	\$8,875,611
Care for Elderly or Handicapped	129	\$92.99	\$1,371,150
Appliance Rental and Repair	127	\$30.87	\$455,223
Computer Information Services	121	\$295.39	\$4,355,665
Home Security System Services	130	\$33.90	\$499,891
Non-Apparel Household Laundry/Dry Cleaning	13	\$4.95	\$73,046
Housekeeping Services	124	\$189.88	\$2,799,810
Lawn and Garden	127	\$532.72	\$7,855,121
Moving/Storage/Freight Express	108	\$65.37	\$963,851
PC Repair (Personal Use)	117	\$10.31	\$151,986
Reupholstering/Furniture Repair	123	\$9.77	\$144,043
Termite/Pest Control	129	\$31.46	\$463,818
Water Softening Services	130	\$7.28	\$107,382
Internet Services Away from Home	120	\$3.21	\$47,374
Voice Over IP Service	109	\$7.24	\$106,767
Other Home Services (1)	121	\$27.72	\$408,730

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## House and Home Expenditures

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	120	\$5,431.09	\$80,083,547
Bottled Gas	129	\$87.06	\$1,283,702
Electricity	120	\$2,036.38	\$30,027,156
Fuel Oil	102	\$114.78	\$1,692,430
Natural Gas	123	\$806.17	\$11,887,330
Telephone Services	118	\$1,698.31	\$25,042,279
Water and Other Public Services	124	\$678.59	\$10,006,094
Coal/Wood/Other Fuel	122	\$10.53	\$155,246
<b>Housekeeping Supplies</b>	121	\$846.44	\$12,481,055
Laundry and Cleaning Supplies	120	\$228.30	\$3,366,375
Postage and Stationery	120	\$245.22	\$3,615,796
Other HH Products (2)	122	\$373.09	\$5,501,331
<b>Household Textiles</b>	122	\$161.72	\$2,384,591
Bathroom Linens	118	\$21.03	\$310,130
Bedroom Linens	121	\$75.08	\$1,107,047
Kitchen and Dining Room Linens	122	\$3.76	\$55,428
Curtains and Draperies	122	\$35.18	\$518,700
Slipcovers, Decorative Pillows	122	\$5.20	\$76,711
Materials for Slipcovers/Curtains	127	\$19.48	\$287,260
Other Linens	115	\$2.02	\$29,785
<b>Furniture</b>	123	\$737.87	\$10,880,217
Mattresses and Box Springs	118	\$94.21	\$1,389,203
Other Bedroom Furniture	123	\$131.59	\$1,940,361
Sofas	118	\$179.53	\$2,647,167
Living Room Tables and Chairs	122	\$101.50	\$1,496,697
Kitchen, Dining Room Furniture	126	\$77.92	\$1,148,957
Infant Furniture	127	\$14.14	\$208,565
Outdoor Furniture	135	\$36.13	\$532,817
Wall Units, Cabinets, Other Furniture (3)	129	\$102.99	\$1,518,608
<b>Major Appliances</b>	126	\$382.93	\$5,646,420
Dishwashers and Disposals	129	\$35.25	\$519,766
Refrigerators and Freezers	126	\$103.53	\$1,526,519
Clothes Washers	129	\$64.73	\$954,461
Clothes Dryers	131	\$50.05	\$738,036
Cooking Stoves and Ovens	127	\$60.05	\$885,467
Microwave Ovens	115	\$14.69	\$216,662
Window Air Conditioners	104	\$7.33	\$108,148
Electric Floor Cleaning Equipment	122	\$27.47	\$405,058
Sewing Machines and Miscellaneous Appliances	123	\$19.90	\$293,407

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## House and Home Expenditures

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 5 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.23081  
Longitude: -84.16242

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	127	\$95.35	\$1,405,900
Housewares	105	\$90.64	\$1,336,579
Small Appliances	120	\$39.29	\$579,403
Window Coverings	131	\$51.00	\$752,015
Lamps and Other Lighting Fixtures	126	\$29.82	\$439,736
Infant Equipment	33	\$6.60	\$97,363
Rental of Furniture	86	\$3.97	\$58,512
Laundry and Cleaning Equipment	121	\$26.96	\$397,582
Closet and Storage Items	24	\$6.00	\$88,404
Luggage	127	\$11.75	\$173,318
Clocks and Other Household Decoratives	35	\$72.66	\$1,071,373
Telephones and Accessories	81	\$34.61	\$510,356
Telephone Answering Devices	121	\$1.02	\$14,980
Grills and Outdoor Equipment	32	\$16.98	\$250,412
Power Tools	114	\$36.63	\$540,178
Hand Tools	116	\$12.02	\$177,253
Office Furniture/Equipment for Home Use	130	\$21.24	\$313,140
Computers and Hardware for Home Use	121	\$231.34	\$3,411,199
Software and Accessories for Home Use	120	\$34.30	\$505,707
Other Household Items (4)	120	\$124.74	\$1,839,397

**(1) Other Home Services** include miscellaneous home services and small repair jobs not already specified.

**(2) Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

**(3) Wall Units Cabinets and Other Furniture** includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

**(4) Other Household Items** includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Medical Expenditures

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Demographic Summary		2010	2015
Population		3,111	3,162
Households		1,152	1,178
Families		869	882
Median Household Income		\$50,608	\$56,804
Males per 100 Females		92.5	92.6
<b>Population By Age</b>			
Population <5 Years		8.5%	8.2%
Population 5-17 Years		20.8%	20.6%
Population 65+ Years		9.7%	10.5%
Median Age		33.4	34.4
	Spending Potential Index	Average Amount Spent	Total
<b>Health Care</b>	87	\$3,252.75	\$3,748,748
<b>Medical Care</b>	87	\$1,559.07	\$1,796,812
Physician Services	87	\$197.92	\$228,102
Dental Services	82	\$265.93	\$306,476
Eyecare Services	89	\$44.42	\$51,189
Lab Tests, X-Rays	94	\$51.67	\$59,547
Hospital Room and Hospital Services	91	\$125.12	\$144,202
Convalescent or Nursing Home Care	57	\$13.15	\$15,154
Other Medical services (1)	89	\$99.86	\$115,083
Nonprescription Drugs	88	\$90.67	\$104,498
Prescription Drugs	90	\$448.84	\$517,281
Nonprescription Vitamins	83	\$47.12	\$54,301
Medicare Prescription Drug Premium	84	\$41.91	\$48,305
Eyeglasses and Contact Lenses	85	\$65.60	\$75,604
Hearing Aids	77	\$16.73	\$19,278
Medical Equipment for General Use	93	\$5.87	\$6,765
Other Medical Supplies (2)	86	\$43.76	\$50,428
<b>Health Insurance</b>	88	\$1,695.01	\$1,953,479
Blue Cross/Blue Shield	89	\$500.54	\$576,863
Commercial Health Insurance	90	\$338.13	\$389,692
Health Maintenance Organization	83	\$275.47	\$317,471
Medicare Payments	85	\$352.84	\$406,639
Long Term Care Insurance	83	\$69.72	\$80,352
Other Health Insurance (3)	95	\$159.78	\$184,141

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**(1) Other Medical Services** includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

**(2) Other Medical Supplies** includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

**(3) Other Health Insurance** includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor statistics

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Medical Expenditures

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Demographic Summary		2010	2015
Population		14,178	14,886
Households		5,165	5,452
Families		4,025	4,221
Median Household Income		\$54,512	\$59,533
Males per 100 Females		98.0	98.0
Population By Age			
Population <5 Years		7.4%	7.1%
Population 5-17 Years		19.5%	19.4%
Population 65+ Years		10.6%	12.2%
Median Age		36.9	37.5
		Spending Potential Index	Average Amount Spent
			Total
Health Care		99	\$3,670.42
			\$18,958,442
Medical Care		98	\$1,760.56
			\$9,093,645
Physician Services		98	\$222.72
Dental Services		93	\$301.35
Eyecare Services		100	\$49.76
Lab Tests, X-Rays		106	\$58.21
Hospital Room and Hospital Services		102	\$139.44
Convalescent or Nursing Home Care		63	\$14.53
Other Medical services (1)		102	\$114.44
Nonprescription Drugs		98	\$101.23
Prescription Drugs		102	\$508.70
Nonprescription Vitamins		94	\$52.99
Medicare Prescription Drug Premium		95	\$47.13
Eyeglasses and Contact Lenses		97	\$74.68
Hearing Aids		89	\$19.29
Medical Equipment for General Use		102	\$6.43
Other Medical Supplies (2)		97	\$49.39
			\$255,102
Health Insurance		99	\$1,910.55
			\$9,868,400
Blue Cross/Blue Shield		101	\$567.62
Commercial Health Insurance		102	\$381.30
Health Maintenance Organization		93	\$309.75
Medicare Payments		96	\$395.22
Long Term Care Insurance		94	\$78.82
Other Health Insurance (3)		106	\$178.61
			\$922,534

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Medical Expenditures

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Demographic Summary		2010	2015
Population		41,787	44,368
Households		14,745	15,727
Families		11,841	12,561
Median Household Income		\$68,347	\$76,434
Males per 100 Females		98.2	98.1
Population By Age			
Population <5 Years		7.7%	7.5%
Population 5-17 Years		20.4%	20.5%
Population 65+ Years		9.4%	11.0%
Median Age		37.3	37.5
		Spending Potential Index	Average Amount Spent
			Total
<b>Health Care</b>		121	\$4,490.66
			\$66,216,608
<b>Medical Care</b>		121	\$2,167.54
			\$31,961,201
Physician Services	124	\$281.07	\$4,144,520
Dental Services	121	\$392.76	\$5,791,344
Eyecare Services	125	\$62.45	\$920,878
Lab Tests, X-Rays	127	\$70.05	\$1,032,962
Hospital Room and Hospital Services	126	\$172.05	\$2,536,994
Convalescent or Nursing Home Care	89	\$20.52	\$302,521
Other Medical services (1)	128	\$143.62	\$2,117,661
Nonprescription Drugs	119	\$122.99	\$1,813,511
Prescription Drugs	120	\$595.98	\$8,787,930
Nonprescription Vitamins	117	\$66.23	\$976,548
Medicare Prescription Drug Premium	103	\$51.30	\$756,510
Eyeglasses and Contact Lenses	125	\$96.03	\$1,416,001
Hearing Aids	103	\$22.31	\$328,915
Medical Equipment for General Use	130	\$8.21	\$121,088
Other Medical Supplies (2)	121	\$61.82	\$911,502
<b>Health Insurance</b>		120	\$2,323.55
			\$34,261,594
Blue Cross/Blue Shield	126	\$704.54	\$10,388,760
Commercial Health Insurance	130	\$486.85	\$7,178,729
Health Maintenance Organization	120	\$401.64	\$5,922,316
Medicare Payments	106	\$436.22	\$6,432,267
Long Term Care Insurance	117	\$98.03	\$1,445,520
Other Health Insurance (3)	117	\$196.71	\$2,900,599

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Recreation Expenditures

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Demographic Summary		2010	2015
Population		3,111	3,162
Households		1,152	1,178
Families		869	882
Median Age		33.4	34.4
Median Household Income		\$50,608	\$56,804
	Spending Potential Index	Average Amount Spent	Total
<b>Entertainment/Recreation Fees and Admissions</b>	76	\$472.51	\$544,557
Admission to Movies, Theater, Opera, Ballet	76	\$116.00	\$133,687
Admission to Sporting Events, excl.Trips	82	\$48.69	\$56,118
Fees for Participant Sports, excl.Trips	80	\$84.95	\$97,909
Fees for Recreational Lessons	73	\$99.17	\$114,293
Membership Fees for Social/Recreation/Civic Clubs	75	\$123.23	\$142,026
Dating Services	59	\$0.45	\$524
Rental of Video Cassettes and DVDs	85	\$35.09	\$40,438
<b>Toys &amp; Games</b>	86	\$125.38	\$144,499
Toys and Playground Equipment	87	\$122.24	\$140,876
Play Arcade Pinball/Video Games	78	\$1.47	\$1,697
Online Entertainment and Games	77	\$1.78	\$2,051
<b>Recreational Vehicles and Fees</b>	86	\$277.40	\$319,701
Docking and Landing Fees for Boats and Planes	74	\$5.26	\$6,058
Camp Fees	78	\$22.40	\$25,817
Purchase of RVs or Boats	88	\$243.68	\$280,843
Rental of RVs or Boats	74	\$6.30	\$7,257
<b>Sports, Recreation and Exercise Equipment</b>	68	\$123.67	\$142,526
Exercise Equipment and Gear, Game Tables	71	\$58.63	\$67,570
Bicycles	75	\$14.81	\$17,072
Camping Equipment	37	\$5.28	\$6,085
Hunting and Fishing Equipment	59	\$22.46	\$25,885
Winter Sports Equipment	77	\$4.98	\$5,739
Water Sports Equipment	91	\$6.10	\$7,033
Other Sports Equipment	89	\$8.44	\$9,727
Rental/Repair of Sports/Recreation/Exercise Equipment	77	\$3.07	\$3,538
<b>Photographic Equipment and Supplies</b>	83	\$86.39	\$99,560
Film	89	\$6.53	\$7,521
Film Processing	88	\$19.73	\$22,744
Photographic Equipment	81	\$34.54	\$39,808
Photographer Fees/Other Supplies & Equip Rental/Repair	83	\$25.64	\$29,554
<b>Reading</b>	81	\$125.34	\$144,457
Magazine/Newspaper Subscriptions	83	\$52.91	\$60,976
Magazine/Newspaper Single Copies	83	\$16.00	\$18,437
Books	78	\$56.55	\$65,169

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Recreation Expenditures

SR 28 / SR 48  
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Latitude: 39.23081  
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Demographic Summary		2010	2015
Population		14,178	14,886
Households		5,165	5,452
Families		4,025	4,221
Median Age		36.9	37.5
Median Household Income		\$54,512	\$59,533
	Spending Potential Index	Average Amount Spent	Total
<b>Entertainment/Recreation Fees and Admissions</b>	87	\$540.01	\$2,789,247
Admission to Movies, Theater, Opera, Ballet	86	\$130.33	\$673,197
Admission to Sporting Events, excl.Trips	94	\$55.66	\$287,481
Fees for Participant Sports, excl.Trips	90	\$96.09	\$496,320
Fees for Recreational Lessons	85	\$115.58	\$596,987
Membership Fees for Social/Recreation/Civic Clubs	87	\$141.83	\$732,592
Dating Services	67	\$0.52	\$2,671
Rental of Video Cassettes and DVDs	94	\$38.58	\$199,261
<b>Toys &amp; Games</b>	96	\$140.15	\$723,894
Toys and Playground Equipment	97	\$136.59	\$705,529
Play Arcade Pinball/Video Games	88	\$1.67	\$8,630
Online Entertainment and Games	84	\$1.94	\$10,018
<b>Recreational Vehicles and Fees</b>	98	\$317.59	\$1,640,417
Docking and Landing Fees for Boats and Planes	88	\$6.21	\$32,067
Camp Fees	92	\$26.59	\$137,354
Purchase of RVs or Boats	100	\$277.81	\$1,434,921
Rental of RVs or Boats	83	\$7.11	\$36,741
<b>Sports, Recreation and Exercise Equipment</b>	77	\$139.96	\$722,917
Exercise Equipment and Gear, Game Tables	81	\$66.36	\$342,780
Bicycles	85	\$16.83	\$86,931
Camping Equipment	40	\$5.86	\$30,248
Hunting and Fishing Equipment	66	\$25.25	\$130,438
Winter Sports Equipment	87	\$5.60	\$28,907
Water Sports Equipment	107	\$7.11	\$36,721
Other Sports Equipment	101	\$9.58	\$49,474
Rental/Repair of Sports/Recreation/Exercise Equipment	86	\$3.43	\$17,701
<b>Photographic Equipment and Supplies</b>	94	\$97.58	\$504,042
Film	100	\$7.36	\$38,033
Film Processing	100	\$22.49	\$116,155
Photographic Equipment	91	\$38.79	\$200,366
Photographer Fees/Other Supplies & Equip Rental/Repair	94	\$28.97	\$149,634
<b>Reading</b>	92	\$142.95	\$738,371
Magazine/Newspaper Subscriptions	96	\$60.79	\$313,989
Magazine/Newspaper Single Copies	95	\$18.12	\$93,599
Books	89	\$64.09	\$331,061

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Recreation Expenditures

SR 28 / SR 48  
1907 STHY 28, Goshen, OH, 45122  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.23081  
Longitude: -84.16242

Demographic Summary		2010	2015
Population		41,787	44,368
Households		14,745	15,727
Families		11,841	12,561
Median Age		37.3	37.5
Median Household Income		\$68,347	\$76,434
	Spending Potential Index	Average Amount Spent	Total
<b>Entertainment/Recreation Fees and Admissions</b>	125	\$776.40	\$11,448,386
Admission to Movies, Theater, Opera, Ballet	120	\$181.72	\$2,679,566
Admission to Sporting Events, excl.Trips	133	\$79.08	\$1,166,047
Fees for Participant Sports, excl.Trips	126	\$134.32	\$1,980,529
Fees for Recreational Lessons	130	\$177.67	\$2,619,849
Membership Fees for Social/Recreation/Civic Clubs	124	\$202.91	\$2,991,930
Dating Services	92	\$0.71	\$10,466
Rental of Video Cassettes and DVDs	121	\$49.91	\$735,983
<b>Toys &amp; Games</b>	124	\$180.03	\$2,654,546
Toys and Playground Equipment	124	\$175.30	\$2,584,933
Play Arcade Pinball/Video Games	113	\$2.13	\$31,354
Online Entertainment and Games	113	\$2.63	\$38,781
<b>Recreational Vehicles and Fees</b>	126	\$406.62	\$5,995,777
Docking and Landing Fees for Boats and Planes	124	\$8.82	\$130,008
Camp Fees	134	\$38.74	\$571,242
Purchase of RVs or Boats	125	\$348.71	\$5,141,934
Rental of RVs or Boats	122	\$10.43	\$153,776
<b>Sports, Recreation and Exercise Equipment</b>	101	\$183.40	\$2,704,352
Exercise Equipment and Gear, Game Tables	108	\$88.29	\$1,301,873
Bicycles	120	\$23.77	\$350,567
Camping Equipment	52	\$7.56	\$111,544
Hunting and Fishing Equipment	79	\$30.29	\$446,595
Winter Sports Equipment	121	\$7.79	\$114,859
Water Sports Equipment	128	\$8.52	\$125,619
Other Sports Equipment	130	\$12.33	\$181,759
Rental/Repair of Sports/Recreation/Exercise Equipment	122	\$4.89	\$72,070
<b>Photographic Equipment and Supplies</b>	126	\$130.21	\$1,919,973
Film	121	\$8.89	\$131,149
Film Processing	127	\$28.46	\$419,701
Photographic Equipment	124	\$53.09	\$782,895
Photographer Fees/Other Supplies & Equip Rental/Repair	129	\$39.78	\$586,523
<b>Reading</b>	120	\$186.25	\$2,746,345
Magazine/Newspaper Subscriptions	122	\$77.46	\$1,142,115
Magazine/Newspaper Single Copies	115	\$22.08	\$325,571
Books	120	\$86.75	\$1,279,187

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst